Western States
Coin Machine
Convention
Issue

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Hotel Biltmore
Los Angeles

•

November, 18, 19, 20
1940

The Coin Machine Review

November, 1940

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DIAL-A-TUNE

for Tiny's

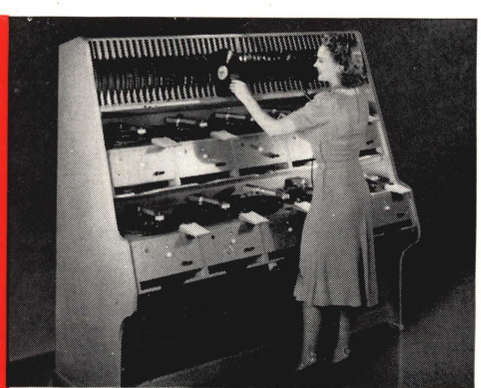
California's Famous Chain of Dine and Drink Establishments Chooses Rock-Ola Dial-a-Tune Wall Box and Bar Boxes

OPERATORS FROM COAST TO COAST ARE INSTALLING DIAL-A-TUNE IN THEIR SMARTEST LOCATIONS

From the west coast comes a tribute to Rock-Ola's "Dial-a-Tune" Remote Control (the newest and most modern equipment available for simple and efficient installation in locations of all sizes).

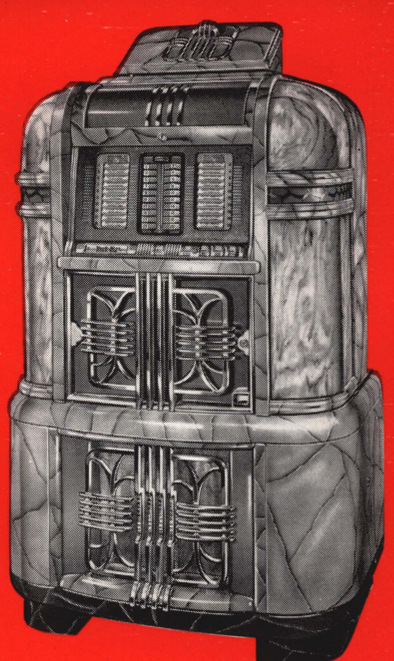
Tiny's restaurants are located in every large city in California. They cater to a discriminating selection who demand the best in food and drink and the finest in musical entertainment.

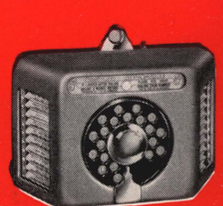
Therefore, Rock-Ola Luxury Lightup phonographs and modern Dial-a-Tune Remote Control were the natural selection to do the job perfectly.



Rock-Ola wall and bar boxes are beautifully finished and colorfully, yet harmoniously, illuminated. They are appealing and act as silent salesmen in the sale of music "as played by a Rock-Ola phonograph."

For your smartest locations . . . for a service-free, simplified Remote Control installation . . . choose the latest and most modern equipment —choose the Remote Control that is selected by the finest establishments throughout the country — choose Rock-Ola's Dial-a-Tune.





ROCK-OLA'S *MYSTIC MUSIC*

ROCK-OLA "MYSTIC MUSIC" represents the last word in flawless performance and beautiful design. Most important, however, "Mystic Music" combines the famous Luxury Lightup twenty-record Super and Master Phonographs with wired music. Available in single or double channel and incorporating all the latest features. In Los Angeles see a demonstration at Jean J. Minthorne's.

ROCK-OLA

MANUFACTURING CORP.

800 NO. KEDZIE AVENUE, CHICAGO

DON'T BE FOOLED

You Can't Make Money

ON DEADHEAD PHONOGRAPHS THAT DON'T PAY THEIR WAY

KEEP MODERN WITH NEW WURLITZERS

Replace Your DEAD

REGARDLESS OF HOW MUCH MONEY A PHONOGRAPH TAKES IN

it costs you just as much for

SERVICE

COLLECTIONS

RECORDS

AND OVERHEAD

BECAUSE OPERATING COSTS REMAIN THE SAME, ANY INCREASE IN COLLECTIONS IS CLEAR PROFIT FOR YOU. THAT'S WHY IT PAYS TO REPLACE DEADHEAD PHONOGRAPHS THAT DON'T PAY THEIR WAY WITH NEW MODERN WURLITZERS, WHOSE GREATER EYE AND EAR APPEAL MEANS GREATER EARNING POWER.

THE ONLY PROFITABLE PLACE FOR OLD PHONOGRAPHS THAT DON'T PAY YOU A PROFIT IS ON THE JUNK HEAP

Don't lose potential profits and risk the loss of locations by keeping deadhead phonographs on the job. Better to junk them, but BETTER YET — TURN THEM IN TOWARD NEW MODERN WURLITZERS AT YOUR NEAREST WURLITZER DISTRIBUTOR.

DHEAD PHONOGRAPHS

THAT DON'T PAY THEIR WAY *with*

NEW MODERN WURLITZERS

That Pay Big Profits

Every Music Merchant who keeps accurate cost records knows that among his locations are some that pay little or no profit. What he may not recognize is the reason for this loss.

Invariably it's an old phonograph that has lost its earning power.

Check YOUR low-earning locations from this standpoint. Then, decide at once to turn in those deadhead instruments that don't pay their way toward new, big-earning Wurlitzers. Put them in your top spots. Move your newer phonographs right down the line. You'll find that, while your overhead stays the same, your profits increase substantially and immediately in ALL locations including those formerly handicapped by deadhead phonographs.

YOU CAN'T FOOL A LOCATION OWNER WITH A "MADE-OVER" PHONOGRAPH

A "Made-Over" phonograph is a half-way measure. It won't fool the location owner. It won't HOLD the location. Why waste money trying to accomplish the impossible? Invest your money on a sound basis.

Keep your business modern and it will keep paying you big profits year after year.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

Take a tip from the Railroads

THE PUBLIC WANTS SOMETHING NEW...

PEOPLE DON'T GO FOR OBSOLETE MODELS

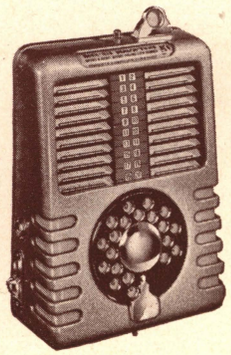
MODEL 800

Make More Money!

MODERNIZE YOUR BUSINESS WITH NEW WURLITZERS

PRINTED IN U.S.A.

The ROCK-OLA DIAL-A-TUNE Wall Box



It's a pleasure to insert your coin and dial-a-tune . . . like a telephone dial. More play appeal than any on the market. Beautiful Luxury Light-up styling. Simple to install and easy to service. Wall box requires wall space of only 13 x 9¼ inches. Depth only 4 inches.

SEE IT TODAY!

LOS ANGELES
JEAN MINTHORNE
2920 West Pico Boulevard
PArkway 1179

SAN FRANCISCO
REX VENDING COMPANY
725 Larkin Street

OAKLAND
GEORGE A. MILLER
128 East 14th Street

SAN DIEGO
A. J. FOX COMPANY
235 West F Street

PORTLAND
COAST AMUSEMENT COMPANY
827 S. W. 13th Avenue
Broadway 1517

SEATTLE
NORTHWEST SALES
3144 Elliott Avenue
Garfield 0460

SPOKANE
STANDARD SALES COMPANY
West 1219 First Avenue
Maine 4904

DISTRICT MANAGER
GEORGE MURDOCK
Hotel Ritz
Los Angeles California

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November, 1940

THE COIN MACHINE REVIEW—For the wrong that needs resistance; for the cause that lacks assistance; for the future in the distance, and the good that it can do!

A Salute to the West

This edition of the COIN MACHINE REVIEW is given over to the Coin Machine Industry in the West. Here the very cradle of a great industry was first rocked . . . and here, dozens of years later, the big and little of a great and fast growing industry gather together to pay tribute to that which they all believe to be as fine as, and as great as, any business on the face of the earth.

This issue of THE REVIEW is dedicated to those men and women who are our guests in the west, who have given their best towards the promotion of this great industry, have shared the heart-aches caused by misunderstanding, AND above it all have had the courage of their convictions to stand by their guns and demand fair play and fair consideration for that which they know is right.

To these friends we bid you welcome. The Western Show is for you . . . cut and tailor-made! . . . and this issue is devoted to you.

On the Cover:

With the opening of the hunting season Gwen Palmer loads the trusty old Winchester and gets ready for a tramp through the woods. Posed especially for THE REVIEW. Photo by Dick Whittington.

JAN. 13-14-15-16

THE BIG COIN MACHINE SHOW
HOTEL SHERMAN — CHICAGO
Plan Now To Attend!

TIME PAYMENT

Operators! Let cash-box income build a year-round big-money business for you!

PLAN NOW READY ON BALLY'S RECORD-SMASHING MACHINE-GUN

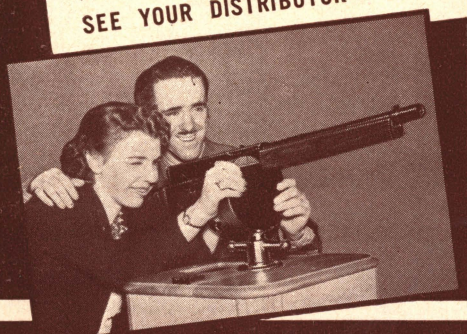
RAPID-FIRE

SMALL DOWN PAYMENT

Players pay the balance for you!

We waited to prove RAPID-FIRE earning power before announcing a time-payment plan. Now thousands of RAPID-FIRE machine guns on location—many in continuous operation for three, four and five months — positively prove that RAPID-FIRE is a safe, sure investment for quick profit and steady all-year income. Act now! Thousands of locations are clamoring for RAPID-FIRE! See your distributor or write or wire factory—today!

SEE YOUR DISTRIBUTOR TODAY!



ALSO IN PRODUCTION: LONG-SHOT, PROGRESS, BALLY BABY, ROYAL DRAW, HIGH HAND, SANTA ANITA

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

DRAFTED—
BY THE ENTIRE INDUSTRY!

GOLD ★ STAR

OVERWHELMINGLY APPROVED
By the American Playing Public!

(IT'S SHATTERING ALL RECORDS!)

IMMEDIATE DELIVERY

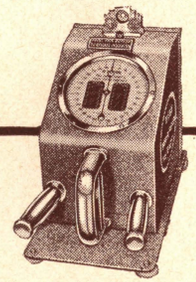
See Your Distributor Today!

$104.50

D. GOTTLIEB & CO.

2736-42 North Paulina Street Chicago, Illinois

DE LUXE GRIP SCALE



3-Way Strength Tester

Has Button Indicator Control for competitive play . . . Tension Adjustment . . . Bell Adjustment . . . Non-Clog Slot . . . 6-Suction-Cup Base! Metal Stand, $2.50.

IMMEDIATE DELIVERY

$19.50

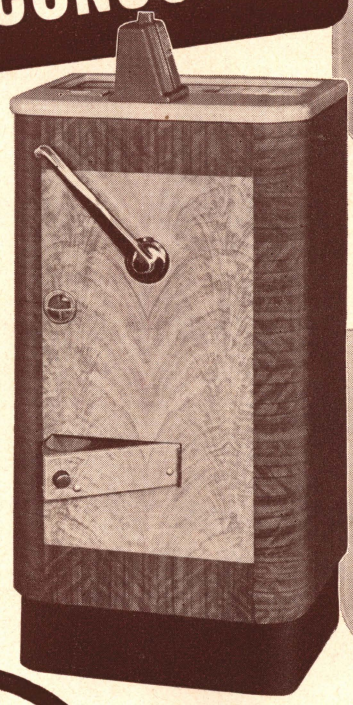
100% LEGAL

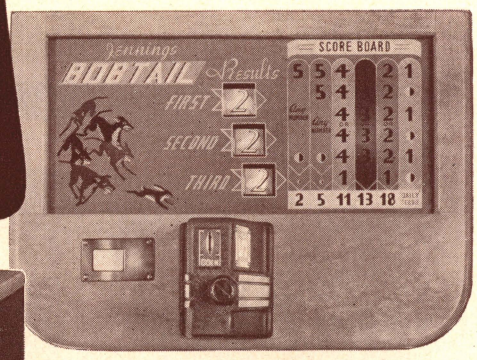
JENNINGS BOBTAIL *and* SILVER MOON CONSOLE

NEW 1941 MODELS

Never before has there been so many profit building features built into one machine. *First,* Bobtail and Silver Moon Console are consoles in every sense of the word — in looks — in play appeal and earnings. *Second,* they're compact . . . a feature certain to appeal to every location owner. *Third,* they are machines you can operate with the minimum of attention. The mechanism is the famous trouble-free Jennings Chief, single unit. And *fourth,* Bobtail and Silver Moon Console offer you double protection against slugs and spurious coins because the machines have both the National slug rejector and a visible coin detector. The coins drop directly into the mechanism, preventing any possiblity of jamming. **1c — 5c — PLAY**

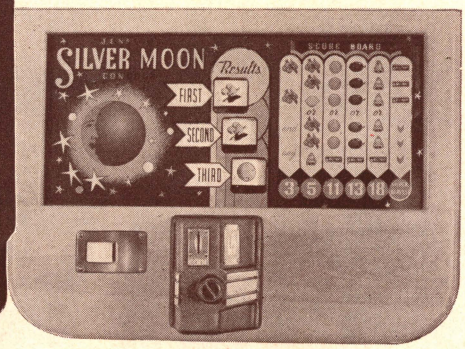
Ideal For Penny Play Locations





Bobtail playing field colorfully illuminated has numbered symbols. Pays 2 on one 5

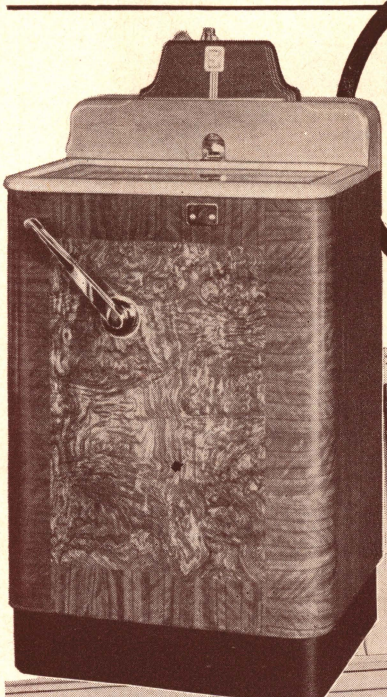
Silver Moon Console. Same as Bobtail except playing field has fruit symbols. Standard 3-5 payout.



10 COIN MACHINE REVIEW

14 Day Free Trial Offer

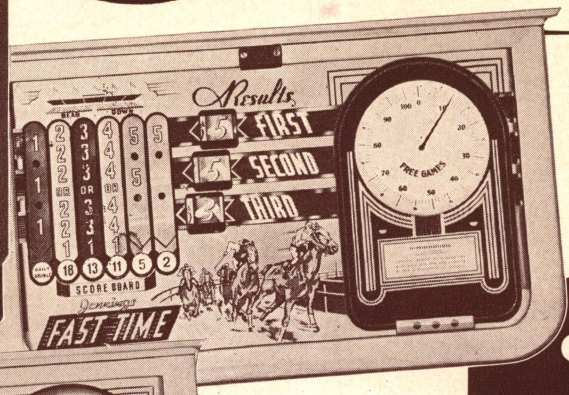
Try any of these Jennings consoles for 14 days. If you're not completely satisfied, return the machines and your money will be cheerfully refunded.



JENNINGS *Fast Time*

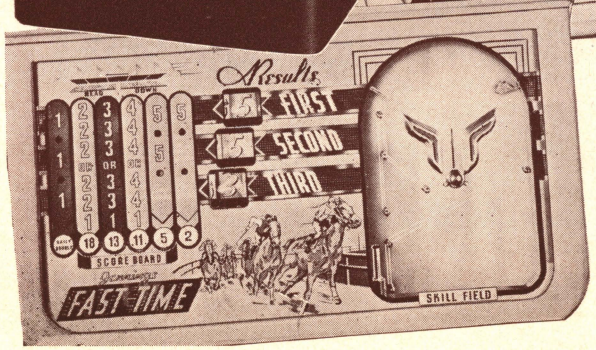
1941 DELUXE CONSOLE

1c · 5c PLAY



Fast Time With Free Play Top

A deluxe model, newly designed throughout. Beautiful 2-tone cabinet and smartly illuminated playing field. Mechanism is the famous, Jennings Chief complete in one compact, single unit. A profit builder on thousands of locations.



Fast Time With Skill Top

Fast Time with Skill top Automatic payout giving awards only when ball is shot into skill lane.

O. D. JENNINGS and COMPANY

4309 W. LAKE STREET CHICAGO, ILLINOIS

DISTRIBUTORS

There are still a few territories available for distributors on our entire line. It's the profit line from top to bottom.

"A SHOW IN ITSELF"

SPARKS CHAMPION

SPARKS CHAMPION is the feature attraction on any location. Behold its beautiful cabinet, let your eyes feast on those large Goldaward Coins, paid in addition to regular token awards, dispensed through side opening.

Is it any wonder then that SPARKS CHAMPION has taken the play away from all other games on location?

You will need SPARKS to secure and hold the best spots in your territory, make a survey today. Supplied in Penny or Nickel Play; with Cigarette, Sports, Horse or Beer Reels. Open Payout or Token-Retaining Discreet Model.

On display at all leading jobbers.

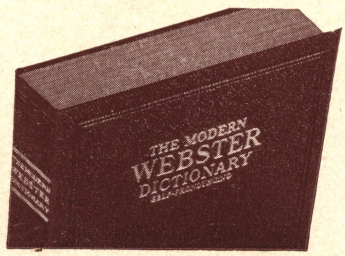
GROETCHEN TOOL COMPANY 125 N. Union St. Chicago, Illinois

PHENOMENAL! ASTOUNDING!

COLOSSAL!

If you don't know what those words REALLY MEAN . . . here's your chance to find out . . . in the most GIGANTIC. . . SIGNIFICANT . . . and AMAZING OFFER EVER MADE by *any* publication in the *entire* Coin Machine field!

HERE is the dictionary YOU NEED!



Contains

32 pages of world maps in color. How to use words. Where our words came from. Punctuation. Time and its variations. State flowers. National Parks of the United States, where they are, their size and characteristics. Standard English—how to use words correctly—say what you mean and mean what you say. Dictionary of the automobile. Dictionary of radio words and terms. The metric system of weights and measures. AND THOUSANDS and THOUSANDS of words you need to know.

This dictionary is YOURS—FREE!

New 1940
MODERN WEBSTER
DICTIONARY

THOUSANDS AND THOUSANDS of words—how to spell them, how to pronounce them, what they mean—are to be found in the *NEW 1940 MODERN WEBSTER DICTIONARY*. Thirty-two pages of maps in MANY COLORS—the ENTIRE WORLD is here. There is a dictionary of the automobile, and of radio terms . . . a chart of weights and measures . . . and MANY OTHER OUTSTANDING FEATURES.

This dictionary is LIGHT, the RIGHT SIZE, and EASY TO HANDLE AND USE. It is bound in imitation LEATHER with GOLD LETTERING on the cover.

IT IS YOURS —
ABSOLUTELY FREE

A copy of this dictionary, the MOST IMPORTANT BOOK IN THE ENGLISH LANGUAGE, will be sent *without one cent of extra cost* to everyone who sends ONE DOLLAR FOR TWELVE ISSUES OF THE COIN MACHINE REVIEW. Think of it! *Twelve* issues of the Industry's LEADING TRADE PAPER for only ONE DOLLAR . . . and the Dictionary is YOURS—ABSOLUTELY FREE!

Send YOUR dollar—NOW! Sign your name and address in the space below, fold your remittance inside this announcement and MAIL TODAY! YOUR COPY of this handsome DICTIONARY will be sent you postpaid immediately. (If you wish, you may extend your subscription one year or you may send a year's subscription to a friend, and we'll send the Dictionary to YOU.)

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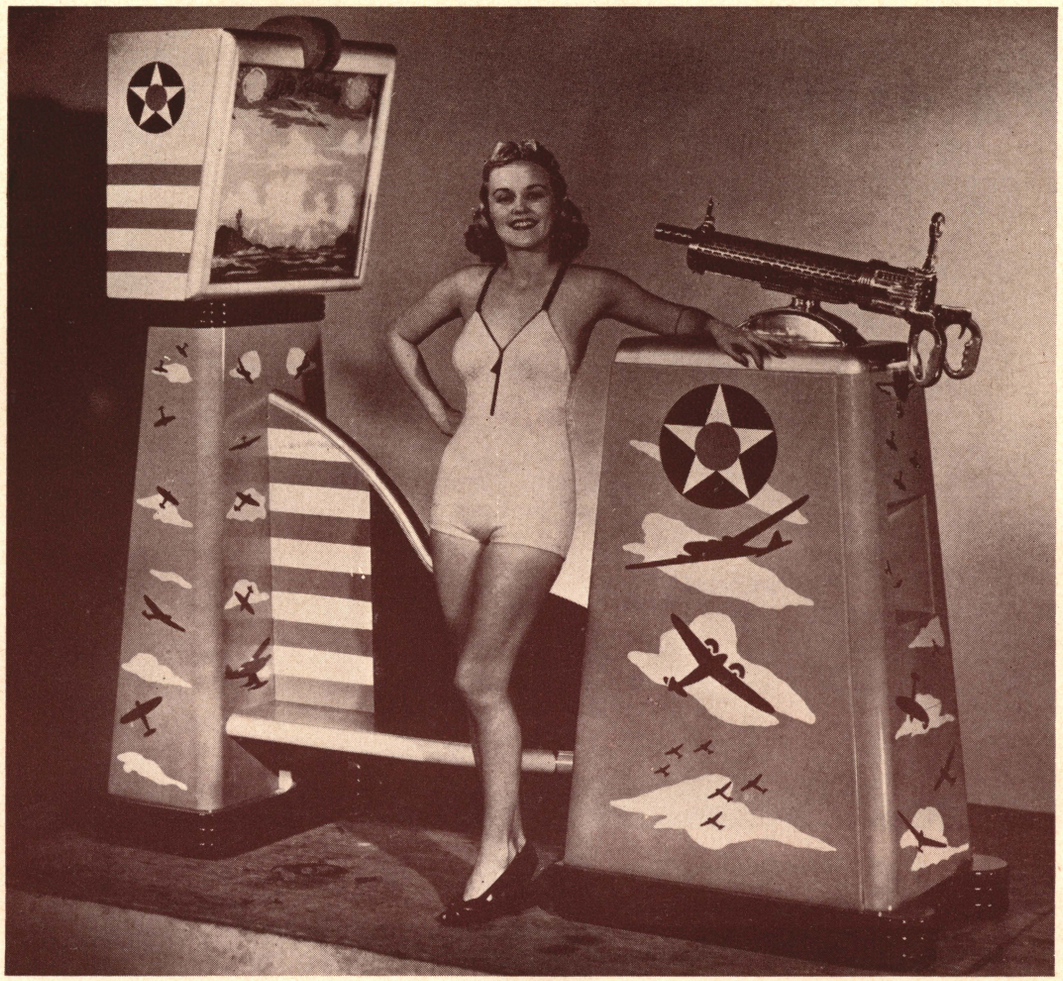
Los Angeles, California



Lay Off . . .

BUYING ANY GUN UNTIL YOU SEE KEENEY'S NEW

AIR RAIDER

- 15 SEPARATE FLIGHTS are offered to player.
- An unlimited number of shots can be fired during each flight.
- ANY NUMBER of hits can be scored on EACH and EVERY flight as long as the gun is correctly trained on the plane.
- Continuous lite-ray tracer bullets indicating where shots are hitting—thus enabling player to correct his aim and improve the score.
- Adjustable high score free play award.
- Cash box so designed that service man has no access to money.
- Compact—one piece. Occupies very small space—just 6 feet long. Although shipped in one crate, may be knocked down to 4 pieces for easy, one man handling.
- Attractive, realistic airplane design cabinet.
- Movie action back glass shows actual clouds moving, and ships' guns bursting with fire.
- Because AIR RAIDER is a one piece unit, it requires NO SCREEN.
- All adjustments are made permanently at the factory. Fixed focus—no adjustment necessary.

CONVENTION VISITORS

We invite you to visit our beautiful showrooms. Here amid fitting surroundings you will find the cream of the present money-makers. Drop in during the Convention, if convenient, and if not be sure to see us after the Convention before you leave the city. We can show you dozens of ways to increase your "take."

MAC SANDERS

2837 West Pico Blvd. **Los Angeles, Calif.**

REpublic 5161

BLUEPRINT FOR BIGGEST PROFITS IN COIN MACHINE HISTORY... SKY FIGHTER "BLITZKRIEG" SPORTS ARSENALS!

Actual blueprint of the above Blitzkrieg Location . . . one of hundreds now earning gold mine profits everywhere, month after month by making every inch of space pay!

OPS! *WAKE UP NOW*

TO THE MOST TIMELY MONEYMAKING OPPORTUNITY EVER OFFERED!

SKY FIGHTER "BLITZKRIEG" SPORTS ARSENALS ARE SPRINGING UP EVERYWHERE . . . because wide-awake operators, seeing the terrific profits "Blitzkrieg" locations are coining, are quick to follow and cash in on a great idea!

COMPARE!!

***ONLY SKY FIGHTER* is practical for "Blitzkrieg" spots . . . because its small floor space requirements allow you to squeeze the most out of every inch of floor space! It fits flush against the wall . . . requires no more room than a pin game—which is highly important not only for Blitzkrieg Spots, but for the most profitable *individual* locations. In busy spots with lots of traffic space is always at a premium!**

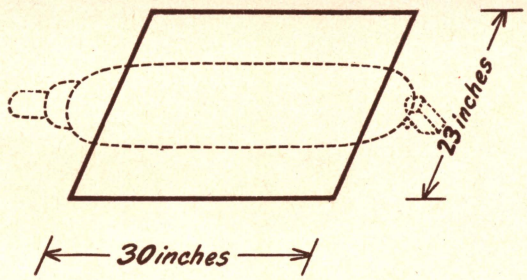
COMPARE!!

***ONLY SKY FIGHTER* has the real pulse-raising thrills and chills that keep players glued to the gun, dropping in nickel after nickel, coming back again and again! There's nothing like it in the world!**

CAPTURE THOSE WAR-TALK NICKELS NOW! DRAFT A BARRAGE OF SKY FIGHTERS . . . GET SKY FIGHTERS WORKING FOR YOU IN YOUR CITY *IMMEDIATELY!* IT'S BIG BUSINESS—SKY FIGHTERS EARN THEIR WEIGHT IN GOLD IN "BLITZKRIEG" SPOTS! RUSH YOUR ORDER TO YOUR DISTRIBUTOR *TODAY!!*

MILLS SALES COMPANY, LTD.
West Coast Distributors
1640-18th STREET, OAKLAND
1419 W. WASHINGTON BLVD., LOS ANGELES

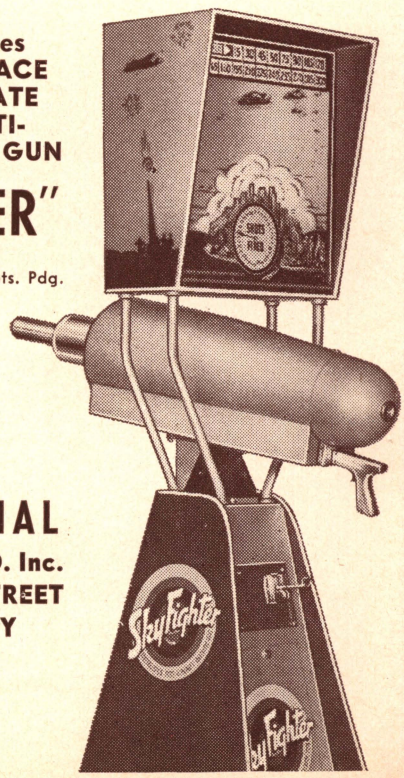
FRED E. McKEE
Factory Representative
2041 KENNETH ROAD, GLENDALE, CALIF.



***30 Inches x 23 Inches**
THAT'S ALL THE SPACE YOU NEED TO LOCATE *MUTOSCOPE'S* ANTI-AIRCRAFT MACHINE GUN

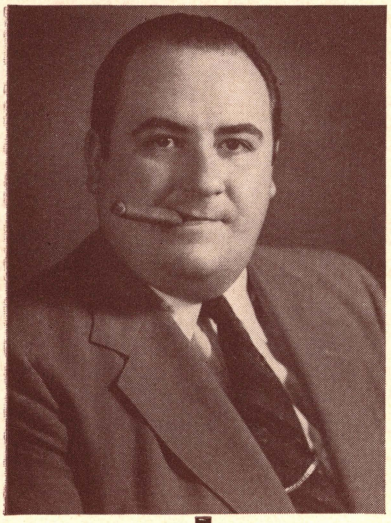
"SKY FIGHTER"

Trade Mark
U. S. Patent No. 2,212,257, Other Pats. Pdg.



Manufactured by

INTERNATIONAL
MUTOSCOPE REEL CO. Inc.
44-01 ELEVENTH STREET
LONG ISLAND CITY
NEW YORK



IN FULFILLMENT OF THE HOPES AND DREAMS of those who fostered it, the Coin Machine Industry . . . now a young giant in American economic life . . . turns this month to the cradle where it began. The showcasing of new equipment, much of it developed here, at a Western Convention, and the advance response to that gathering, gives long-due recognition to the growth and importance of this vast area. To the Coin Machine Industry as a whole, this event marks another great step in progress . . . and it means there can be no stopping us; we're going FORWARD!

You who will be present at the WESTERN STATES COIN MACHINE CONVENTION at the Biltmore Hotel in Los Angeles, November 18, 19, 20 . . . you're going to taste REAL WESTERN HOSPITALITY! We want out-of-staters, and out-of-towners, too, to know that we are doing everything possible to make your stay here comfortable, and memorable. We want you to enjoy yourselves while you're here, and go home refreshed, with new ideas for a record 1941. If there is anything further that can be done to increase your pleasure, please call upon

Your Host,

Paul W. Blackford

The COIN MACHINE REVIEW

Western States Coin Machine Convention Due to Break All Regional Show Records

◆

LOS ANGELES—With final plans nearly complete as this issue of the REVIEW goes to press, the Show Committee for the WESTERN STATES COIN MACHINE CONVENTION, to be held at the Biltmore Hotel, here, November 18, 19 and 20, has announced an expected attendance of somewhere in the neighborhood of 2500 operators, based on advance sale of tickets to the Celebrities Luncheon and the gala Ball and Banquet.

Simultaneously the Committee announced that all the original space devoted to display of coin machine equipment had been contracted for, and that a second area, obtained in response to heavy demands, had been more than half "sold out."

It is apparent from this, Committeemen asserted, that all records for regional showing of equipment will be broken in this three-day gathering, and that the current affair will far surpass any of the previous displays held on the Coast in times past.

There is considerable satisfaction to Los Angeles coinmen in the strong showing indicated for the Convention in view of the fact that many predecessors of the modern coin machine had their origin in the West. The devices of Charlie Fey are a good instance of this sort, and many another other successful unit was developed locally before being transferred to Chicago for manufacturing.

Wired music and the new coin operated motion picture projectors have been leaders in this trend, and the fact that a great many phonograph records now are recorded in Hollywood, as bandsmen are here to play night club engagements and to work in pictures, and the fact that this locality will as a matter of course assume leadership in the production of films to be used in the new projectors, further brighten the promise of the West Coast as a producing center for national consumption of equipment.

Obviously these units will play a large part in future coin machine activity, and operators are anxious to see them, as well as to get some first looks at other new devices scheduled for 1941 which will be on display here.

In other times no reservations for any of the special events were made before the opening of a Los Angeles show. This year, within a few days after the official advance sale began, more than half the places at both the Celebrities Luncheon and the Banquet and Ball had been reserved — with cash on the line, which clearly means attendance at the events. Some indication of the widespread interest is to be found in the fact that ticket orders came from as far away as the New England states, while large groups of Chicago executives booked their places and indicated they would fly out to be present during the three-days' gathering. Around the Bay region of California, interest grew to such an extent that plans were being made for special trains down from and back to Oakland and San Francisco.

In addition to the display of new moneymakers, a collection of oldtime music equipment, centered in one of the display halls, will prove a notable attraction. A full program of entertainment has been announced to make visitors' memories of their stays here highly memorable.

Included in the schedule of special events are a night club tour, on Monday evening, which will take coin machine parties to three world-famous late-spots; the Celebrities Luncheon with a full complement of talent from the entertainment world, on Tuesday; a tour of some of Los Angeles colorful foreign quarters, Tuesday night; a visit to several of the major motion picture studios, Wednesday; and as a grand finale, the Convention Ball and Banquet at the nationally-known Wilshire Bowl.

Exhibitors who have signed for display space thus far, include:

Advance Automatic Sales Co.

Associated Operators of Los Angeles County, Inc.

Baker Novelty Company, Inc.

Bally Manufacturing Company

Irving Bromberg Company

Buckley Manufacturing Co.

California Simplex Distributing Company

Exhibitors Compete for Best Display Trophy

LOS ANGELES — There will be more competition at the Western States Coin Machine Convention, at the Los Angeles Biltmore Hotel, November 18, 19 and 20, than the simple one of getting first attention of visiting operators. As a further incentive to getting exhibitors to make their booths attractive, the COIN MACHINE REVIEW will award a handsome loving cup as first award for best display.

As an impartial board of judges, Bandsman Horace Heidt, Actor-Singer Dick Powell, and Harvey Carr, editor of the *Coin Machine Journal*, will determine whose efforts in decoration and presentation of equipment cops the trophy.

Made of the same metal throughout so that it may be polished down to a hair's thickness without losing its handsome gloss, the cup, valued at $25, will be given the winner at the Ball and Banquet, Wednesday night, at the Wilshire Bowl. Horace Heidt will make the presentation.

◆

Your Greeting Committee

at the

1940 WESTERN STATES COIN MACHINE CONVENTION

These prominent Western Coinmen will be on hand to greet you, assist you in finding your way about, help you in making arrangements for tickets to the ball and banquet, the celebrities luncheon, the special tours, and answer your questions about Hollywood, the West—or the operating business.

During the Show you'll find the Greeting Committee's room in the Biltmore, open at all times. Feel free to "come up and see them" for a discussion of any special problems you may have.

On the floor your Greeting Committee will wear special identification badges. Here are the men who make it up:

H. A. "Hum" Brocamp, Los Angeles
Steve Brodie, Long Beach
W. A. "Bill" Bye, Los Angeles
C. J. "Briz" Crabtree, Seattle
Art Daws, San Diego
Harry Kaplan, Los Angeles
Paul A. Laymon, Los Angeles
Herb McClellan, Los Angeles
E. C. McNeil, Los Angeles
Mac Mohr, Los Angeles
De Loss Osborn, Oakland
Bud Parr, Los Angeles
Wolf Reiwitz, San Francisco
Joe Richarme, Long Beach
Curley Robinson, Los Angeles
Mac Sanders, Los Angeles
W. E. Simmons, Hollywood
Charlie Washburn, Los Angeles

Coin Machine Review
Columbia Recording Corp.
Container Manufacturing Corp.
The Daval Company
Decca Distributing Corporation
Emerson Brothers
Arthur H. DuGrenier, Inc.
Gay Games, Inc.
Hollywood Quality Pictures, Inc.
International Mutoscope Reel Company, Inc.
O. D. Jennings and Company
Kunkel Metal Products Co.
Magic Music, Inc.
Metermovies, Inc.
Leo. J. Meyberg Company
Mills Novelty Company
Mills Sales Company, Ltd.
National Vendors, Inc.
Packard Manufacturing Corp.
Rodney Pantages, Inc.
Phonette Company of America
Recordall Sales Corpation
The Rowe Manufacturing Co.
Mac Sanders
J. P. Seeburg Corporation
Soundies Distributing Corp. of America
Superior Products Company
U-Need-A-Pak Western Sales, Inc.
Voca-Tele Company, Inc.
Charles Washburn
Wolf Sales Company, Inc.
Gordon K. Woodard Manufacturing Company ◆

Counter Skill Game Announced by Robbins

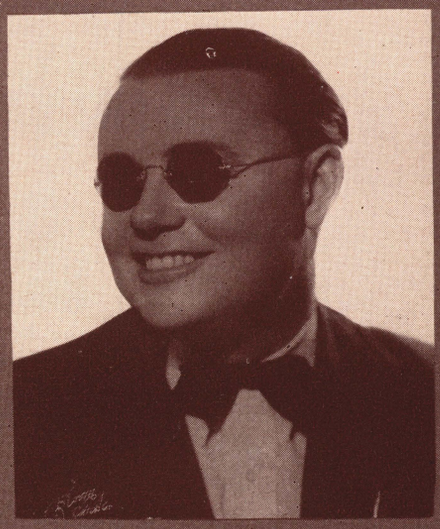
BROOKLYN, N. Y.—Following months of experimental work and weeks of actual location tests, D. Robbins & Co. has begun production of a new one-cent counter skill game based on one of today's most popular sports. Fast in play, and said to be capable of grossing $1 an hour, Dave Robbins declares that tests show the game, low in price, should pay for itself within 30 days. Quantity shipments are scheduled to start about the middle of this month. ◆

Best Wishes
to Operators Attending
the 1940 Convention
and to
PAUL BLACKFORD
—A Grand Fellow

It's been a pleasure to frame the show for the Ball and Banquet. All the way through the best talent has been demanded and price has meant absolutely nothing. I've gathered together the best show of my career and I hope you get a big thrill out of it!

LOU DORN
6021 Hollywood Blvd. Hollywood, Calif.

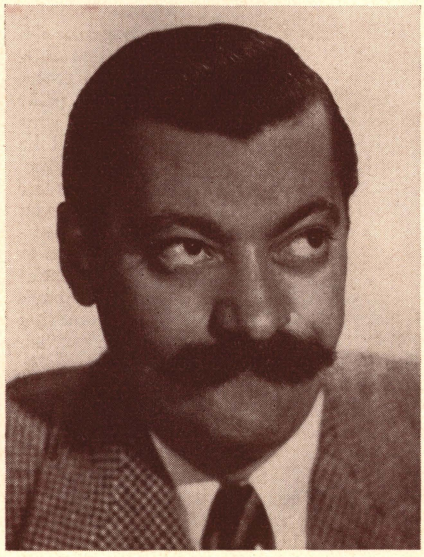
PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show
Ever Staged in the West
DON'T MISS IT!



Stupendous Entertainment Program Awaits Coast Convention Visitors

HOLLYWOOD AND LOS ANGELES COLLABORATE TO SEE THERE'S "NEVER A DULL MOMENT" FOR COINMEN

It could only happen in Hollywood! And since Hollywood and Los Angeles are all the same, really, it's going to happen for the entertainment of the throng of coinmen and their wives and guests who register at the WESTERN STATES COIN MACHINE CONVENTION at the Biltmore Hotel, Los Angeles, November 18, 19 and 20.



JERRY COLONNA

Film star, radio comic and Columbia Recording Artist. Jerry will take part in the Colossal Entertainment Program at the Celebrities Luncheon and help to make it the biggest event of the thrill-packed week. Jerry will also help make things likely on the coast-to-coast broadcast in conjunction with the Ball and Banquet.

The schedule is so filled with unusual entertainment opportunities that it's a temptation just to shout out the long string of famous names who will be contributing to general enjoyment, but there is a definite program—as diversified as the climate and the scenery out here—so the logical thing to do is to start at the beginning.

Monday, the 18th, is the opening day. Registration begins early in the morning, and the exhibits, open at noon, will draw first attention from operators—from the latest in money-making equipment having its premiere here, to the old-timers on display recalling the early days of this great industry.

Night clubs mark the first step in the gala entertainment schedule, beginning at 7:45 p.m., Monday. First visit to three of the West's world-famous night spots will take the guests to the Cocoanut Grove of the Ambasador Hotel where Hal Kemp and his Orchestra will play for dancing. After a round of complimentary drinks and some dancing, the party will move on to the noted Earl Carroll Theater-Restaurant ("Through these doors pass the most beautiful girls in the world") for another choice cocktail, dancing on the largest theater stage in the world, and the Carroll Stage Show which brings gasps from even the most blase night-owls, presented on the unique revolving stages. Leaving this point, you (OF COURSE *YOU'LL* BE THERE!) will return to the equally famous Biltmore Bowl in downtown Los Angeles for another round of drinks, a lavish midnight supper, dances to the music of Chuck Foster, and a look-see at the big-time midnight floor show for which the Bowl is noted.

MARY HEALY

Beautiful and talented Okeh record artist will share the spotlight with other big names of the amusement world at both the Celebrities Luncheon and Ball and Banquet. Miss Healy is a featured player at 20th Century-Fox as well.

The entire trip, including drinks, supper, dancing, entertainment and transportation, is being made available to Convention visitors at only $6.95—and at the very least it's worth double that.

Tuesday morning will be devoted again to inspection of the exhibits which will be presented in a most distinctive manner, since exhibitors will be competing for a handsome trophy for "Best Display."

At noon, to permit everyone to attend, the displays will close for the two hours set aside for the CELEBRITIES LUNCHEON. And here's where the famous names really begin. Look at them:

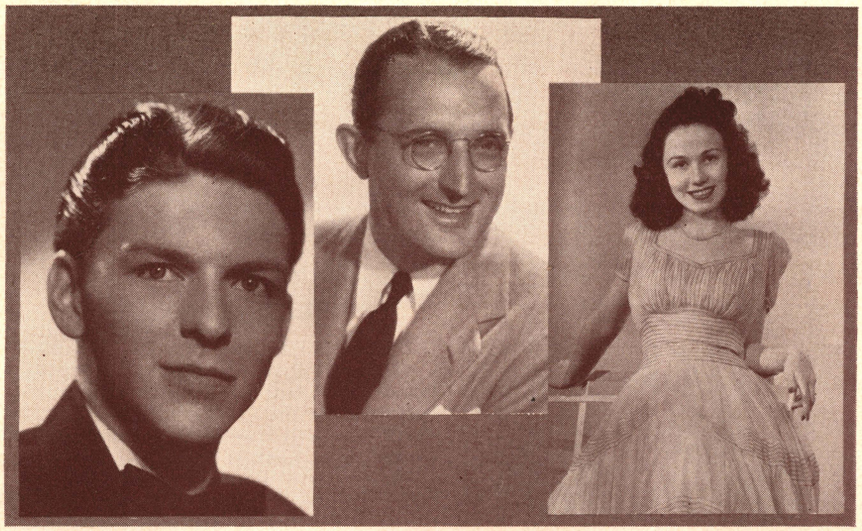
Henry Busse! Remember him? He works for you music operators. What more needs to be said? Dick Powell! Ever-popular in pictures, on the radio, and on records. Jerry Colonna! (Greetings, gates—let's celebrate!) If you think you know anyone funnier than Colonna, you don't know Colonna. Mary Healey, lush lovely! Vince Barnett, the world's prime ribber—and how he can cut 'em! Tommy Dorsey, another of the great bandsmen whose records have brought you plenty, and Ziggie Elman, his master pianist. Dorsey is now playing at the new Palladium Ballroom in Hollywood, and getting him here is a special-extra scoop.

PHIL HARRIS

Maestro of the Miracle Mile and Prince of Goodfellows at the swellegant Wilshire Bowl. Phil will drop in on the Celebrities Luncheon and might do a few numbers he made famous on records. Then too he will waive the baton for dancing at the Ball and Banquet and preside over the festivities on the thirty-minute coast-to-coast broadcast.

And still they come! Chuck Foster and his Orchestra, now playing at the Biltmore Bowl! Jimmie Lewis, who rose from singing bellboy, to CBS coast-to-coast broadcasts, to big time theatrical starring en-

A great galaxy of stars from radio, stage and pictures will be on hand to aid in the tremendous entertainment program promised visitors to the Western States Coin Machine Convention. On the opposite page the five top photos are of members of the Horace Heidt Musical Knights, Columbia Recording artists. TOP ROW: Frankie Carle, Horace Heidt and Larry Cotton. CENTER ROW: Ronnie Kemper and Larry Cotton. These five will be on hand at the big Ball and Banquet and participate in the special industry broadcast with Phil Harris and his band. LOWER ROW: Jimmie Lewis, Billy "Boob" Reed and Louise Miller who will thrill guests at the Celebrities Luncheon with their varied talents.



TOMMY DORSEY and his featured stars will be on the big program at the Celebrities Luncheon. Above, left to right, Frank Sinatra, Tommy Dorsey and Connie Haines. These three, plus others and likely the Pied Pipers, will make the walls of the Biltmore Music Room vibrate with their intoxicating rhythms.

gagements in London, Paris and South America, to a featured spot with Bert Frohman and Virginia Verrill at the famous Paradise Restaurant in New York, where a leading burlesque impresario looking for a nice strip-teaser found instead this young baritone who is now known as "The Bing Crosby of burlesque" and who, featured at the Follies Theater in Los Angeles, draws the highest salary of any male warbler in the business.

There's torrid Louise Miller, whose torch singing with big-name bands has won her fame, and who appeared at the snazzy 606 Club in Chicago before joining the ranks of performers at the Follies Theater. Billy "Boob" Reed, who broke all records by remaining for a full season at an Atlantic City burlesque theater before coming to the Follies a year ago. Reed, who has appeared in motion pictures with Leon Errol and W. C. Fields, among others, has a talent for comedy said by many to be even greater than that of the late great Eddie Collins, and his act will have you sore from laughing for a week!

That isn't all, either. There will be specialty numbers sponsored by Cecil B. DeMille's Hollywood Quality Pictures (DeMille, of course, is the dean of movie directors, known the world over), by Musical Movies, by Meter Movies. Jimmy Roosevelt is expected, and executives from the world's leading coin machine plants, and other industry "biggies."

When you'll get a chance to eat the excellent luncheon set before you, nobody knows, because this will be the biggest, dizziest, fullest entertainment program you've ever seen—without a bit of exaggeration. Look at the lineup, if you don't believe it!

Tuesday night, by way of tapering off a bit, and to allow you to rest up for the next day and the next night, there's a special tour leaving the Biltmore at 6:30—a quieter affair, but full of local color and the exotic quality of other lands. New China Town is the first stop, and you never saw so much fine food set before you in such quantities as you will at the famous Rice Bowl. The unique shops of the community are worth a visit, and time will be allowed for this. Then it's on to Los Angeles' Latin Quarter, to the beautiful multi-colored Molholland Fountain, Griffith Park and its 3,752-acre recreation playground, the Griffith Observatory and Planetarium—one of the finest in the country—where, in addition to stars you've never seen before, you'll have a beautiful and magnificent view of Hollywood and Los Angeles with their millions of lights at your feet. Going back to the city via the Fifth Avenue of the West, you will stop at Olvera Street to explore the quaint Mexican shops along the first cobblestone street of Los Angeles, and then go on to China City—an entirely separate and different Chinese community—with its own industries, unusual shops and shrines. This full evening trip, including dinner, transportation and special guides, will be available to convention visitors through the courtesy of the Convention Committee, at only $2.50 per person.

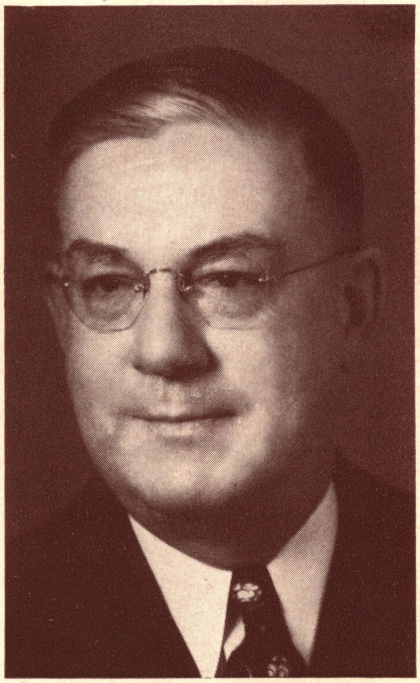
Wednesday morning the much-heralded trip to the Motion Picture Studios becomes a reality. The Show Committee has arranged with Warner Bros.-First National Studios for you to visit their studios on this particular morning. Transportation will be provided and parlor coaches will leave the Biltmore at 9 a.m., proceeding, via Aimee Semple McPherson's $1,000,000 Angelus Temple, Echo Park, and Hollywood Boulevard, direct to the famous studios at Burbank where a competent guide will escort you INTO the studios, describe sets, point out production procedure, and answer your questions. Leaving the Studio you will be taken through the Toluca Lake section where many film stars live, and have their homes pointed out to you. From there you will visit Columbia Studio Ranch, Universal City, Walt Disney Studios, and return to Los Angeles via the beautiful residential section of Beverly Hills for a look at homes of more of the stars. This trip, requiring four hours, has been arranged for Convention visitors at only $3 per person.

As the grand finale to your stay in Los Angeles, the Convention will take over the entire Wilshire Bowl in the Miracle Mile of Los Angeles, Wednesday night, for the CONVENTION BALL AND BANQUET, the last BIG event of 1940. More than 700 coin machine men and their parties will frolic to the intoxicating rhythms of Phil Harris and his Orchestra. Harris and his men are known from coast-to-coast through their association with Jack Benny, Mary Livingston, Rochester ,and Carmichael—in addition to having a top rating for danceable music.

Horace Heidt and the Musical Knights will be there, too. Remember the "Pot o' Gold"? Remember "Ti-pi-Tin", "Little Sir Echo", "South of the Border", "Heigh Ho' and many other tunes which brought nickels to your phonographs? Frankie Carle, Heidt's pianist, will be there, too; he endeared himself to operators with "Sunrise Serenade", "Lovers Lullaby," and currently, "Falling Leaves." Then there's Fred Lowery, the blind whistler known for his "Leaning on the Old Top Rail" and "Tumbling Tumbleweeds" and "Listen to the Mocking Bird." Ronnie Kemper, now with Horace Heidt's Musical Knights, garnered many a nickel with "Cecelia," "Knit One, Purl Two", "Bessie Couldn't Help It", and "Kitten with the Big Green Eyes." Larry Cotton is another of Heidt's boys who will be present; his version of "South of the Border," you remember, was a knockout.

There will be more stars on hand—Jerry Colonna and Mary Healey, again, for example; you won't be able to get enough of this pair.

Still there's more to come! Dancing will continue until 2 a.m., there will be a half-hour's coast-to-coast radio broadcast over the Mutual network—and Lou Dorn, Hollywood's premiere talent scout, will present a full floor show of big-time talent, loaded with thrills and surprises. ◆



Pasadena Coinman Gets First Ball Reservations

PASADENA, Calif.—Arch C. Riddell, local financier and operator of this city's first wired music installation, set another record in his string of "firsts" when he secured the first reservation for the Western States Coin Machine Convention's Ball and Banquet at the Wilshire Bowl, November 20th. Knowing there would be competition for this honor—Curley Robinson of the A.O.L.A.C. was second by a hair's breadth and others followed in close order—Riddell nonetheless managed to get his money on the line ahead of all comers for a block of tickets. ◆

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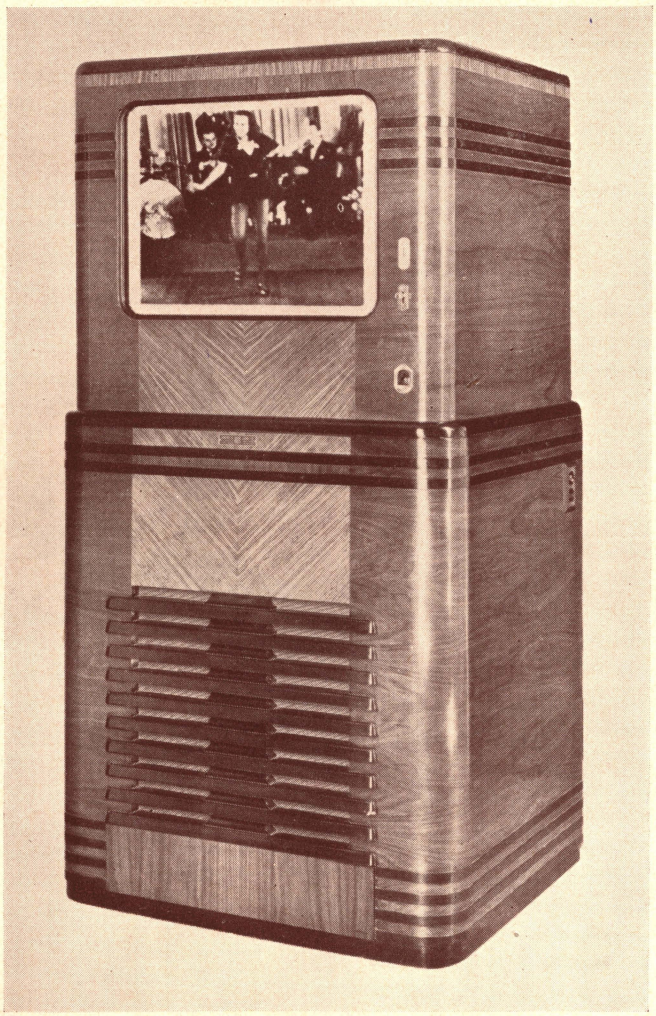

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Save $200.00

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Truly Revolutionary

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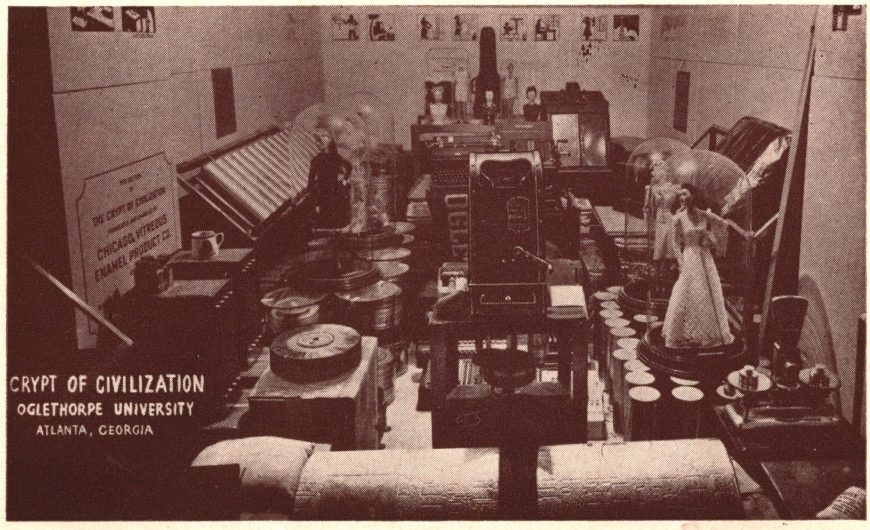
FILMS GUARANTEED IMMEDIATELY ON DELIVERED MACHINES

Uses Any Standard 16 MM Films. See It In
Booth 35 at West Coast Show

California Operators Can See This Machine Any Time Before The Show At Our Showrooms

IRVING BROMBERG CO.

935 VENICE BLVD. PRospect 7387 LOS ANGELES, CALIF.



Oglethorpe University's Crypt of Civilization showing the famous Mutoscope machine donated for the use of generations yet to come.

Mutoscope to Tell Our Story in 7940

ATLANTA, Ga.—What will people 6000 years hence know of us and our civilization? The answer lies in the recently-sealed "Crypt of Civilization" on the campus of Oglethorpe University here. Similar in aim to the famous Time Capsule at the New York World's Fair, the crypt proposes to preserve examples of our present-day science and invention to be dug up in 7940 A.D.

Because its purpose is to teach what we did, how we worked, and what we thought, by a simple method, one of the most important objects sealed in is a Mutoscope moving picture machine. The first movable object the latter-day people will encounter on entering the Crypt will be the Mutoscope's crank-handle, and it is assumed that the spectators will turn it and see the first reel of pictures, the first of which explains how others may be inserted so that the science and customs we have developed may be demonstrated. One reel, for example, will show how a typewriter works, the methods of communication and transportation we used, our methods of printing, eating, and daily living.

Assuming that no one alive 60 centuries from now will have known more than a dusty tracing of today's world—such people might even have reverted by then to barbarism—the Mutoscope has been given one of the most prominent locations in the entire collection of examples of present life, as a most effective means of telling our story.

"It is an honor indeed for Mutoscope to be represented with the wonders of modern science in Oglethorpe University's 'Crypt of Civilization'," declares William Rabkin, Mutoscope president. "The role chosen for the Mutoscope machine as an interpreter of the customs of our day in this far-visioned project is a highly important one, and one that reflects most creditably on our efforts to produce the wonders of the coin machine world." ◆

Crabtree Proves Himself A Notable Prizewinner

SEATTLE—Leave it to C. J. "Briz" Crabtree to bring home the bacon—and the beer!

Recently he attended the local Elks' picnic. When it was announced that a prize would be given the Elk present from the lodge farthest away, he pricked up his ears. He's a member of Brooklyn, New York, B.P.O.E. No. 22, and when he looked around carefully and saw that there were no visiting brethren from China, he knew he had a lead pipe cinch.

So the Mills representative walked off with the prize which, curiously enough, was just what's already been reported—a slab of bacon and a case of beer. ◆

• •

"How can I cure a sleep-walking habit?"
"Sprinkle tacks on the floor."

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We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

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it's the Favorite with operators everywhere

Univendor

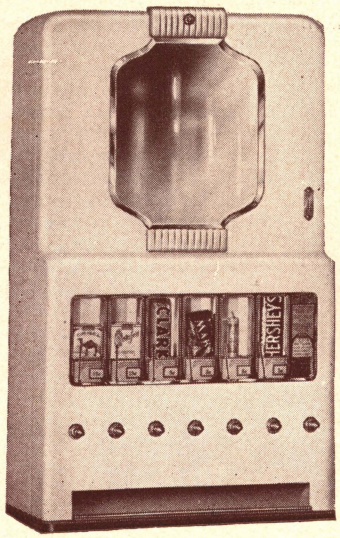
THE MULTIPLE PRICE VENDOR

If you're looking for greater returns from your vending operations, then do as thousands of other successful operators are doing—switch to Univendor, the multiple price vendor.

Univendor is the only machine offering the multiple price vending feature. A feature which permits the vending of merchandise retailing at three different prices. This feature permits the varying of merchandise to fit each location requirement and encourages more than one sale to each purchaser. Check the exclusive Univendor features listed below.

- *Multiple Price Feature. Univendor may be furnished to vend any of the following 3 price combinations (5c-10c-15c, 5c-10c-20c, or 5c-15c-20c).*
- *Larger capacity, 8 column—160, 6 column—102.*
- *Large individual shelf capacity, permits vending of all popular brands.*
- *Easier loading, a flick of the finger sets an entire column for reloading.*
- *Price of each column is set individually.*
- *Precision built mechanism gives years of trouble-free service.*
- *Modern styling for maximum eye appeal.*
- *Equipped with National slug rejector.*

Standard Model Univendor—8 column, 160 shelf capacity . . . available with multiple price feature or as a straight 5c vendor. Selection of pleasing colors to choose from.



UNIVENDOR JR., Wall or Floor Model. Univendor Jr. is a 6 column vendor with 102 shelf capacity. Can be furnished as a straight wall model with brackets and bolts for erecting. Or if the location conditions require, it can be furnished with matching base, making an attractive floor model vendor.

The Key To Larger Earnings

Write today for the complete story on the Univendor line of merchandise machines.

Stoner Corp.

332 Gale Avenue, Aurora Illinois

A Fortune In Tassels

By

JAY CHARLES

Since the first recorded history of mankind, the dance has been the universal method of expression, of relaxation and of entertainment.

Woman, lovely woman, has been the exponent of the terpsichorean art and her ability, plus a liberal display of the form divine, has made history . . . and a lot of rulers. Mata Hari used the exotic dances of the East as a means of establishing contact with those whom she wished to use in securing vital military information during World War number one, to cite but one instance.

Back in the dim and distant past we find victorious warriors returning from battle and celebrating with wine, woman and song, then, even as now. Around a gleaming camp fire sat the victors, the chief in the center and his captains surrounding him. Somewhere in the background, drums beat a sobbing rhythm. Out of the smoke and into the glare moved a sinuous, sensuous figure; the premiere danseuse of the tribe.

As befitted such an auspicious occasion, she danced with wanton abandon and as the dance increased in tempo, the drums beating more and more rapidly, the primitive flute wailing in high intensity, she increased the speed of her dance, whirling, bending, twisting, writhing in a very ecstasy of passion. And as the dance moved ever on towards its climax more and more clothing was discarded until at the end little or no clothing remained.

That picture has been repeated down the ages and may be seen today as thousands of years ago. It varies little from the time Salome danced the dance of the Seven Veils for her stipulated price . . . the head of John the Baptist. . . . the dance which was to arouse the beholder until he would pay any price . . . even a man's head. Today the price is not so high yet the dance remains essentially the same. The same and yet even better for excellent music soothes the ears, beautiful costumes please the eye and the dancers are the fairest women a land of beautiful women can produce.

In all of these dances the baring of the body, always a necessary part of the dance, played an important part and the baring of the female breasts usually culminated the climax of the dance. The female bosom has always been a thing of beauty and considered the highest form of art by sculptors, painters, photographers. Its recognition dates back to our aboriginal dance and has never lost its attraction for the beholder so, what more natural than that the dancer of today, as did her sister of the dim and distant past, should follow the pattern of proved attrac-

Five fair women who have made names for themselves through their unique dancing in Burlesque houses of the nation. ABOVE: the exotic Charmaine. AT LEFT: Carrie Finnell, who became independently wealthy with her famous Tassel Dance. AT RIGHT: top: Betty Rowland, tempting feature dancer now at the Los Angeles Follies where she is drawing down the highest salary the house has ever paid. RIGHT CENTER: Dagmar and LOWER RIGHT: Annette Ross.

tion? It remained for Burlesque to develop something absolutely new and original in the manipulation of the breasts as an adjunct of the dance, however. Just who deserves credit for discovering the method of the Tassel Dance is a matter of doubt.

Roy Dalton, who has long presided over the home of Burlesque in Los Angeles at the Follies Theatre, admits he does not know. Two women, Carrie Finnell and Reggie White, attained perfection and earned fortunes by the dance. Which was first, remains a mystery. It appears that Carrie was a little more proficient of the two, so Roy is inclined to give her the nod, yet both were masters of the art, and it is an art, and both achieved independence by its practice.

The Tassell Dance earned its name by the fact that the dancer attached, via spirit gum, a tassel of silk to the tip of each bare breast. The reason for this was so that the spectator could the more clearly and closely follow the, to say the least, unusual movements which the dancers had trained their breasts to make.

Both Carrie and Reggie had, somehow, developed the ability to cause each to rotate either to the right or to the left as they wished. The tassel enabled the beholder to see this strange sight to the best advantage.

Nor was this all. One could be made to rotate to the right while the other could move rapidly in a circle in the opposite direction. They would cause both to circulate one way, then suddenly stop one, have it remain pendulous long enough so that the audience could note the cessation of action while the other still performed, then cause it to resume action *in the opposite direction.*

This feature was the climax of the act and the sight of the two in rotation away from each other, always while the dance continued and the music played seductively, literally brought down the house.

The appearance of either Carrie Finnell or Reggie White meant that the S.R.O. sign was brought out. Houses were packed to capacity, managers made money and so the dancers could command their own figure—in more ways than one.

Thus the development of a strange ability to control the human body brought fame and fortune to two women who spent years studying and perfecting their art. Today no other dancers perform this dance so far as known yet both Carrie Finnell and Reggie White, although no longer young, continue to appear in Burlesque theatres throughout the land and thrill audiences with their unique ability.

At the peak of her popularity Carrie Finnell carried an insurance policy of one million dollars on her breasts and it was the practice of shrewd theatre managers to have an enormous enlargement of this strange insurance policy made and kept on display in the lobby of the theatre where Carrie was appearing. Well, why not such insurance? Pianists have their hands insured, dancers their feet. Carrie demonstrated that she possessed unique and unusual earning ability in her own way and the insurance company recognized the justice of the claim to the extent of protecting her against inability to continue to earn a fortune should any accident render her unable to perform the Tassel Dance.

Other dancers draw a salary staid and successful business men might well envy. Roy Dalton has just signed Betty Rowland to a year's contract as star of the Follies for what is said to be the highest sum ever paid by them.

Although Betty does no Tassel Dance she is not averse to displaying as much of her cute cuticle as is permissible during her dance and for said dancing she receives the tidy sum of $400.00 per week plus a percentage of the receipts.

Which, we hold, is nice dough if you can get it. ◆

A "Double-Deck" Show In '41

By DAVE GOTTLIEB

President, Coin Machine Industries, Inc.

"Bigger and Better than ever before!" That's the slogan of the 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13, 14, 15 and 16, 1941. And, although I know slogans are usually taken with a grain of salt, I can assure every operator, jobber, distributor and manufacturer that this 1941 slogan hardly does justice to the great four-day get-together which the various committees have arranged.

Large Additional Space Required for Exposition

As to the "bigger" part of the 1941 Show slogan, I can best emphasize that by referring to the phrase used in the title of this message. The 1941 Show is, indeed, to be a "Double-Deck" Show. In other words, an entire new floor, never before utilized for exposition purposes, is being thrown open by the Sherman Hotel to house the huge display of coin-operated machines and allied merchandise. This new floor is in addition to the Main Exposition Hall, the Mezzanine and the Grand Ball Room—all of which will be devoted to the display of games, music machines, vending machines, service machines and kindred products. After inspecting exhibitions in the three sections occupied in former years, visitors will find another big show one flight down, directly below the Main Exposition Hall.

Bigger Displays Planned by Manufacturers

Several factors entered into the decision to open up the new additional exhibition floor. First, was the number of manufacturers eager to participate in the Show. Every section of the industry will be represented at the 1941 Show; and out-of-town visitors will be glad to know that, within the walls of the Sherman Hotel, they will be able to see the entire broad panorama of coin-machine opportunity for the coming year. Second—and perhaps most important—is the fact that manufacturers are planning larger displays than ever before. Several manufacturers who have occupied the same space for three or four years have actually forsaken their "old stands" in order to obtain larger space. There is, of course, no need to dwell on the reasons why manufacturers are spending additional money for additional space—it is simply because they have so many new and spectacular machines to show that additional space is absolutely necessary. Finally, by adding to the total area of aisles, the additional exhibition space means greater comfort to operators, jobbers and distributors while inspecting the new 1941 lines.

Prominent Speaker to Address Convention

I have dwelt on the "bigger" angle, feeling that the Show itself in January will more than justify the word "better" in the 1941 slogan. I do, however, want to mention that many surprises are in store for visitors at the 1941 Show. Not the least of these surprises will be the new products presented by the exhibitors. The speaker who will address the Opening Day Luncheon will be a man of national prominence with a message of genuine importance. Dick Hood, Chairman of the Entertainment Committee, is arranging a Banquet Show which will surpass all others—plus a big surprise feature which will be the talk of the industry for a long time to come. From every angle—the fun you'll have in Chicago at the 1941 Show—the great new money-making machines you'll see—the valuable ideas you'll obtain from discussions with fellow operators—you'll go home singing, "We've got the blues on the run in '41!"

And that chorus, by the way, sums up the big value of the Show: it gives us all new encouragement and new energy for the year ahead of us. So start '41 right. Plan now to be in Chicago for the Coin Machine Show—"bigger and better than ever before!" ◆

Pack Up! Get Set!

The Biltmore Hotel, headquarters for the Western States Coin Machine convention, November 18, 19 and 20, is itself one of the "sights" of Los Angeles with its Galeria Real, Art Salon, architectural beauty, social activity and palatial surroundings. The fact that it is only two minutes from room to exhibit hall, a few steps to the Biltmore Bowl (world's largest hotel supper club), the Rendezvous (a "night club in the afternoon"), the Restaurant Renaissance, Biltmore Grill, Coffee Shop, Lounge, French and Grill Bars, means that it will be convenient for you to stop there.

The Biltmore has 1500 rooms, each with private bath. For your reference, the rate schedule per day — at special Convention figures—is:

Singles: $5.00.

Doubles: $7.00 ($3.50 per person).

Suites: $12.00, $15.00, $20.00.

Little Space Used By Sky Fighter

LONG ISLAND CITY, N. Y.—The fact that Mutoscope's anti-aircraft gun, Sky Fighter, requires only 23 by 30 inches of floor space for the complete unit, including built-in target, and can be placed flush against the wall, is declared by veteran operators to be a highly important advantage for the machines.

For "Blitzkrieg" Sports Arsenals the small floor area requirements mean that a minimum of store frontage is required—a big consideration on busy streets where rent is high and traffic is heavy enough to make Sky Fighters bring in record returns week after week, it is said. William Rabkin, head of the manufacturing concern, reports that one such successful New York location has 18 machines—9 against each side wall, with a 6-foot aisle—and a store frontage of slightly more than 11 feet.

It is also pointed out that the minimum space requirement makes this unit preferred when it comes to exclusive and expensive locations where proprietors frown on large equipment of any sort. ◆

• •

"Polly just can't resist a man in uniform."

"How's that?"

"She got arrested again yesterday."

ARCADE EQUIPMENT?

Get More for Your Money at ATLAS!

ONLY **$109.50** for Keeney's ANTI-AIRCRAFT GUN, Brown Cabinet

ONLY **$89.50** for Keeney's ANTI-AIRCRAFT GUN, Black Cabinet

ONLY **$62.50** for Seeburg's CHICKEN SAM RAYOLITE GUN

ONLY **$62.50** for Gottlieb's SKEEBALLETTE (Floor Sample)

ONLY **$59.50** for Evans' TEN STRIKE Bowling Game

All Guaranteed Perfect, Reconditioned and Refinished Like New!

SEND FOR COMPLETE BARGAIN GUIDE! Hundreds of all types of coin-controlled machines. TERMS: 1/3 Deposit, Balance C.O.D.

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DISTRIBUTORS!

Investigate METERMOVIES

Now! the real *Money Maker!*

SIGHT and SOUND!

ENTERTAINMENT'S BIGGEST EVENT!

27 COIN MACHINE REVIEW

- **EYE APPEAL**
plus
- **EAR APPEAL**

100%
ATTENTION VALUE!

Metermovies INC
TRADE MARK

CR. 61408 8851 Beverly Boulevard
HOLLYWOOD, CALIFORNIA

THERE'S MONEY IN *Sight!*

- Distributorships now being allotted—and territory is going fast!
- The Metermovies World Premiere proves a smash hit!
- *Simplicity and Reliability!* Metermovies exclusive, independently driven, self-synchronizing, automatic metering reel eliminates film strain, wear on the film sprocket holes, and relieves the projector of all film tension!
- See Metermovies at the Western Coin Machine Convention, Booth No. 28, November 18, 19, and 20.
Join Metermovies in

THE "CAVALCADE OF COINS"!

A new era of entertainment!

Metermovies Well-Received In Preview in Seattle

SEATTLE—Scores of Pacific Coast and Pacific Northwest operators thronged this city during the week of October 28 to November 2, along with Hollywood celebrities, businessmen and officials of the Northwestern states, for a first view of Metermovies at Seattle's smart Italian Club, following an initial Hollywood unveiling. The newly-appointed regional distributors of the unit, Metermovies (N. W.) Inc., played host, and reported with the REVIEW'S local representative that an enormous interest was evidenced in the attendance of nearly 2000 visitors.

R. Harold Ostrow and Arthur Goerig of Metermovies (N. W.) Inc., well-known Seattle businessman were capably assisted in their duties of welcoming coinmen, by "Vic" Meyers, Washington's famous Lieutenant-Governor and former bandleader who, according to late report, will be in Booth 28 at the Western States Coin Machine Convention at the Biltmore, this month, to greet old and new friends as host for Metermovies, and will also participate in the program planned for visiting operators in the Metermovies Suite E on the 11th floor.

Originally scheduled for a four-day run, beginning Monday, October 28, and closing Thursday, October 31, the multitude of early arrivals and the pressure of late comers resulted in advancing the opening a day and extending the closing until Saturday. Scheduled hours, too, were upset by the interest in the equipment.

Coinmen generally agreed that the pictures displayed had sufficient variety to meet the needs of all locations. Running approximately three minutes, with ten subjects to a reel, there were featured swingy and hot dance numbers, Hawaiian song-dance items, and variety acts, certain of them punctuated with an artistic spicing of s.a. which kept the reels spinning in terms indicating plenty of cash appeal. Excellent technical direction and skilled photography were combined with rapid-fire treatment to give the films an effective, first-class appearance.

General Manager Don Heyer of Metermovies, Inc., Hollywood, appeared at the preview to review the evolution of coin operated entertainment apparatus from the automatic piano to the phenomenal phonograph, pointing to a brilliant climax in the achievement of metered movies, a development which, he declared, constitutes an important merger of the spectacular coin machine and motion picture industries.

An engineer of considerable experience in both manufacturing and motion pictures, Heyer called attention to the tremendous universal appeal of the films and to the advantages of the metered projection equipment which provides compactness, day or night automatic operation, and a powerful attraction at entertainment spots and cafes.

Metermovies' machines, it was observed, are slightly over five feet high, with an 18 by 24-inch screen, and soundproofed walnut cabinet. Equal clarity is found in daylight and darkness. The box will hold as many as 12 subjects, and it is claimed that the proved earning power of the unit on location is $2 per hour. ◆

• •

"On our wedding anniversary that Scotchman sent us 24 pieces of silver."

"What were they?"

"Two dozen dimes."

New Razor Vendor Introduced in S. F.

SAN FRANCISCO (RC) — William J. Newman, whose considerable experience has included scales and a variety of merchandising devices, has just introduced a new vendor here—the recently-developed safety razor dispenser.

The machine is about half as bulky as the standard gum boxes, and contains neat packages which include a very good blade especially developed for him, called Velvet Edge. Locations in men's rooms, drug stores and men's clubs are believed to offer ample outlets. Distributorships are now being opened for many areas.

Newman is with the Simplex Sales Co. organization at 90 Folsom Street. ◆

Likes the Review

PORTLAND, Me.—"Here," writes W. E. Derby, "is a buck for your magazine. Your Record Score Sheet is very valuable for any operator." With due modesty we admit that's what we've been trying to get across to operators everywhere. ◆

Program of the 1941 COIN MACHINE SHOW

Monday, January 13

Exhibit Hours:
2:00 p.m. to 10:00 p.m.

Home-Coming Luncheon:
12:00 noon to 2:00 p.m.
A nationally known speaker and high class entertainment will be provided.

Tuesday, January 14

Exhibit Hours:
10:00 a.m. to 9:00 p.m.

Wednesday, January 15

Exhibit Hours:
10:00 a.m. to 9:00 p.m.
Entire day (to 6:00 p.m.) reserved for meetings of operator, jobber or distributor associations.
Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

Association Executives Dinner
6:00 p.m. to 8:00 p.m.
Be Prompt
The Officers and Directors of C.M.I. complimentary dinner to the Presidents and Acting Secretaries of Associations of the Coin Machine Industry.

Thursday, January 16

Exhibit Hours:
10:00 a.m. to 3:00 p.m.

Annual Banquet
7:00 p.m.
Followed by a magnificent floor show and dancing.

CARL TRIPPE
Price Plus Guaranteed Satisfaction.
Why Experiment?
DEAL WITH THE OLD RELIABLE
ALWAYS A SQUARE DEAL WITH IDEAL

ALL A-1 RECONDITIONED — READY TO OPERATE

RECONDITIONED AUTOMATICS
Bally Derby ..... $ 7.50
Bally Entry 27.50
Keeney Winning Ticket 37.50
Mills Big Race 27.50
Paddock 6.00
Preakness 10.00
Snappy 6.00
Thistledown 69.50
Turf Champ 12.50

CONSOLES
Bally Skillfield $23.50
Jennings Good Luck (late model) 75.00
Liberty Bell (Flat Top) 17.50
Mills Rio 39.50
Mills Track King 17.50
Pacific Dominoe 15.00
Pace Race (black, repainted brown) 49.50
Parley Races 47.50
Mills Square Bell .. 70.00
Track Time (1937 red) 44.50
Track Time (red-round head) 34.50
Track Time (black) 34.50
Zipper 27.50

PHONOGRAPHS (Reconditioned)
Rock-Ola 1939 Standards $139.50
Rock-Ola 1939 Deluxe 149.50
Rock-Ola 1939 Counter Model .. 94.50
Rock-Ola Rhythm King 29.50
Rock-Ola Imperial 20 (6 side grills) Large center grill 84.50
Rock-Ola 1940 Counter Model Light-up Stands 27.50
Mills 1940 Throne of Music 189.50
Mills Swing King (slug proof) 22.50
Wurlitzer P12 ..... 20.00
Wurlitzer 412 with grill 37.50
Wurlitzer 400 with grills 32.50
Wurlitzer 616 with grills 52.50
Wurlitzer P10 with grills 15.00
Wurlitzer 61 Counter Model 77.50
Seeburg Regal 119.50
Seeburg Model A 22.50

COUNTER GAMES (Reconditioned)
Bally Baby ..... $ 5.50
Bingo 6.50
Criss Cross 6.50
Deuces Wild 4.75
Dixie Dominoe 4.50
Doughboy 4.75
Groetchen 21 ..... 4.50
Ginger, Ic 15.00
Hold & Draw 6.00
Indian Dice 4.00
Imps 8.00
King Six 5.00
Lucky Pack 7.00
Marvels 5c, like new 20.00
Match Vendor 3.00
Old Age Pension (new) 12.50
Old Age Pension (like new) 10.00
Penny Pack 7.50
Puritan Baby Vender 5.00
Reel Dice 4.00
Reel Spot 2.50
Royal Flush 6.50
Select Em Dice 4.00
Sparks, Ic 15.00
Slap Target Bluebird 4.00
Track Reels 4.00
Win-A-Pack 5.00

LEGAL EQUIPMENT (USED)
Bally Bulls Eye (with base) $69.50
Bally Alleys (1940) 19.50
Rock-Ola Ten Pins (1940) 39.50
A B T Challenger Targets, Ic 17.50
A B T Model F, Ic 10.00
Grippers Western, single 5.00
Grippers Gottlieb, single 7.00
Grippers Gottlieb, triple 10.00
Mills 6 Column Cigarette Vender 35.00
Uneedapack 5 Col. Candy Vender 44.50
Scales Rock-Ola (new) 45.00
Scales Mills Hi Boy White Porcelain .. 12.50
Scales Mills Lo Boy Green Porcelain .. 29.50
Rock-Ola Ten Pin 150-dial, Rockolite finish 75.00
Keeney Anti Air Craft Gun (black) 119.50
Keeney Anti Air Craft Gun (brown) 149.50

1/3 DEP. BAL. C. O. D.
IDEAL NOVELTY COMPANY
1518 MARKET ST. ST. LOUIS, MO.

Napoleon Comes From Tennessee

The Only Time In History A Nation Has Declared War On A Single Man

●

An Unusual Out-of-the-Industry Feature by Murray Orman

●

"We do solemnly declare that a state of war exists between the Republic of Costa Rico and William Walker, filibusterer and soldier of fortune," proclaimed the government of Costa Rico in June, 1856. "With the people of that unhappy country he rules we have no quarrel and make no war. We call upon them to rise and overthrow the tyrant."

For the only time in history a nation had declared war on a single man. By the stratagem of declaring the existence of a "state of war" rather than declaring war outright, Costa Rico sought to place the blame for starting the war on William Walker instead of assuming the responsibility itself, but this was unappreciated by the outside world. Costa Rico was at war with a single man, a man whose followers were the toughest aggregation of inhumanity ever assembled outside the walls of a penitentiary, and there was nothing subtle about the bullets they threw at each other.

William Walker was a pedantic little man barely five feet four in height who started out to be a preacher and actually graduated in theology from the University of Nashville at the startling age of fourteen. He was born in Nashville in 1824, when old Andrew Jackson walked the town's streets hailing everyone by his first name and Indians were maudering in Mississippi. Nashville was young, lusty and brazen, and its roughness terrified the meek Walker child who kept out of sight behind his mother's skirts, according to contemporary accounts, until he graduated from college. The church flatly refused to ordain him until he was twenty-one so he started loafing around a physician's office and then decided that he would like to be a physician instead of a minister. Forthwith, he matriculated in medicine at the University of Pennsylvania, later went to Paris and Heidelberg for graduate study, and returned to Nashville an accomplished surgeon at the age of twenty.

He soon abandoned the practice of medicine, without apparent reason, and began reading law feverishly. He passed the bar examination and opened an office in New Orleans in partnership with young Edmund Randolph, grandson and namesake of that elegant Virginian in Washington's first cabinet. Why he chose to practice the difficult Napoleonic law of Louisiana instead of common law in Tennessee is just another mystery.

A swift, deep friendship grew between the partners and for the rest of his life Walker cherished the relationship. He had only one criticism to make of Randolph and that was his partner's insistence on dragging him off to dull social affairs on the pretext that he had to make friends to have clients.

At one of these functions, he turned abruptly to Randolph.

"Do you know that girl across the room?"

"Why, yes," Randolph answered, surprised. "I know her . . . she is Helen Martin, our host's daughter. He's a deaf mute. It's too bad, too, because she's beautiful, isn't she? But I didn't know you were interested in women."

Walker snapped, "I'm not interested in women. I'm interested in this Helen Martin."

Two months later Walker and two acquaintances founded the New Orleans Crescent. Walker had become engaged to Helen Martin and he was not making enough money in the practice of law to marry. He hoped to make it in journalism. The Crescent was soon bankrupt but he quickly found a job with the New Orleans Picayune. Those were busy days. Yellow fever broke out in New Orleans and the California gold rush was on. Within a few months after he was employed, he had become an important executive on the Picayune and was making all the money he needed.

But the yellow fever epidemic grew worse. The death roll mounted daily until it reached the thousands. The only news in the Picayune was an account of the pestilence and a list of the dead but this filled the paper. New Orleans was a blockaded city. Soldiers guarded the outskirts and gunboats stopped all river traffic far to the north. One day, Walker found Helen Martin's name among the dead. He flung the proofs he was reading to the floor and walked out without speaking to anyone.

A few months later he turned up in San Francisco as a crusading, defiant editorial writer on a newspaper idealistic enough to have visions of cleaning up the town. He insulted the local courts, exposed their corruption, paid his fines for contempt, and insulted them again. A group of miners, looking for a man to lead an expedition into Sonora, Mexico, decided that Walker had more courage than anybody else in California and went to him with their proposition. Apaches were running wild down there, making life hell for the few distraught Mexicans in Sonora, and the Mexican government was unable or too indifferent to help them. The miners thought that Sonora should secede from Mexico, then ask admittance to the United States, and they were willing to finance an expedition to help it secede. Their reward would be the exclusive right to any minerals in the state. Walker listened to them and agreed to lead the expedition.

He landed in Baja California with fifty men, seized a few villages, and proclaimed the independence of Baja California from Mexico. He exhibited a blue flag with a single red star. Then he marched into Sonora, proclaimed its independence, and added another star to his flag. But before he could begin the organization of his government, the Mexicans landed six thousand men in Baja California. The Americans found themselves in a hopeless predicament. They cut through the Mexican lines to the United States border where a small force of American soldiers that had been watching the action took them into custody for violation of the United States neutrality laws.

"What is more," Major John E. Wool, commander of the Americans, told Walker, "I have to send you to San Francisco for trial and failures aren't popular in that town. You'll be lucky if you aren't lynched."

Major Wool was wrong. Walker was the hero of the hour in San Francisco and the townspeople gave a big testimonial dinner in his honor. He could not be found when they went to inform him of it so they held it without him and later paraded down Market Street bearing Welcome Home banners. Walker was afterward found sitting on a wharf staring at a small daguerrotype of Helen Martin. He said that he hadn't known about the banquet and parade but that if he had he wouldn't have attended.

A Federal jury acquitted him of the neutrality law violation.

He went to work for a newspaper owned by a man named Cole. That gentleman was more interested in getting mining concessions in Nicaragua than in the publishing business. Nicaragua was swept by civil war, its people were starving, its natural resources were undeveloped, and its only revenue was ten thousand dollars a year paid it by Cornelius Vanderbilt for the privilege of operating an overland stage and canal line called the Accessory Transit Company to transport passengers for San Francisco and New York to ships waiting on the other side of the Isthmus. Cole reasoned that if Vanderbilt could win concessions from Nicaragua, so could he, and he went down to see General Castellon, commander of the rebel army. He returned with a contract promising him exclusive mining privileges in return for four hundred fighting men.

He offered Walker the command and Walker accepted, but he rejected the contract. He told Cole to return and get permission for four hundred farmers to settle in Nicaragua. He didn't want to be arrested again for violating neutrality laws.

He took the second contract to the United States district attorney who had prosecuted him previously and wrung from the lawyer a grudging admission that nothing contrary to law could be found in it. Major Wool was then stationed at the Presidio and to make doubly sure of the contract's legality, Walker took it to him. But the Major had been ordered by Jefferson Davis, then Secretary of War, not to interfere with

American expeditions to Central America, and he beamed on Walker.

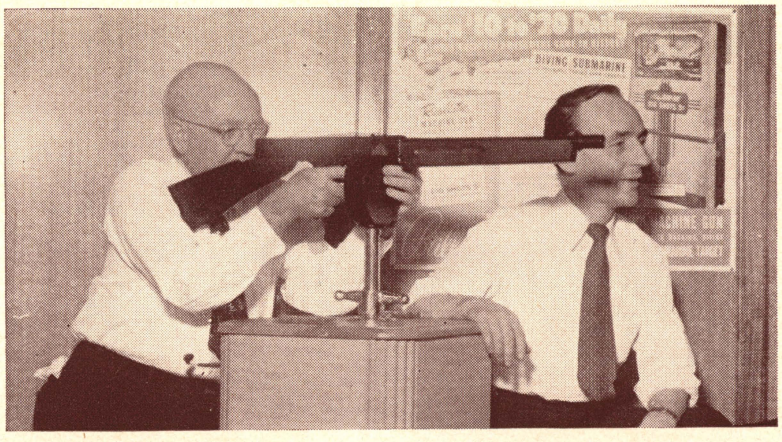
"I am sure farming in Nicaragua will be exciting," he chuckled. "What will you plant? Dragon's teeth?"

Instead of four hundred men, Walker landed fifty-eight in Nicaragua, but these fifty-eight are known to history as Walker's Immortals and they earned the accolade. General Castellon was glad to see them even if they were only a handful, and commissioned Walker a colonel immediately.

The Americans moved with astounding celerity, attacking and defeating the enemy in one spot, then attacking again a hundred miles away two days later. Their energy dismayed the enemy. In two months they captured the enemy capital, defeated its last army and ruthlessly crushed all resistance. The poorly led and inadequately equipped Nicaraguans were no match for the small American band that acted as a shock brigade for the Democratic army. Walker refused to permit looting and when he discovered two of his native allies plundering a store, he ran them through with his own sword as an object lesson. His own men threatened to desert him in a body for this. Why should they come to this God-forsaken, mosquito-ridden hell if they couldn't get anything out of it? But the Legitimists on the other hand were so well pleased they sent a delegation to offer him the presidency.

He refused bluntly but suggested that they offer it to General Corral, an intrepid Legitimist leader. The Legitimists concluded that he was crazy. No sane man would offer the presidency to an enemy. You shot your enemy. You made your friend powerful and kept your eye on him.

Walker refused to permit Castellon to be inaugurated as president. He thought the man too weak to govern the country. Corral, despite being a Legitimist, was a strong, capable man. His Legitimist affiliations meant nothing to Walker. The internal jealousies of the country seemed only ridiculous to him.



Jack Fitzgibbons of New York gets a bead on the diving submarine and prepares to blast away with Bally's Rapid-Fire machine gun. George Jenkins, general sales manager of Bally Mfg. Company, looks on with a "let's see you do it" expression.

He wrote Edmund Walker, "Within limits I can do anything I please. Recruiting in San Francisco and New York has brought my army of Americans up to a thousand men. I see great things for Central America. The five countries can be united into one and then joined with the United States as a great slave state. I have already made plans to restore slavery. I also propose to expropriate Vanderbilt's Accessory Transit Company."

Instead of installing Corral as president, he decided to allow the Legitimist only to name the chief executive. Corral named a weakling named Rivas. Rivas could be kept under his aristocratic thumb until the Americans were expelled from the country, then deposed. In a few days Walker discovered Corral's intent and had him shot for treason. That, to all effects, made Walker president of Nicaragua. Then he forced Rivas to restore slavery and to expropriate the Accessory Transit Company. Rivas expostulated mildly with Walker but the little American rode roughshod over his objections and commanded him to sign the measures. Rivas' misgivings were justified on the score of the Accessory Transit Company. Almost before the ink was dry on the expropriation act, Vanderbilt agents approached Costa Rico and offered to finance it in a war on Nicaragua. Costa Rico accepted the offer without hesitation.

Coincident with the declaration of war, Walker's ambassador to the United States, Parker French, one-time confidence man, arrived in New York. Instead of being met at the dock by Department of State representatives he was met by the police and only with difficulty kept himself from being arrested on an old swindling indictment. Walker hastily withdrew him and sent a more acceptable man. The new representative was received in Washington. William Walker was recognized by the United States.

The army of Costa Rico was hurled back into Costa Rico and the Nicaraguan army crossed the frontier. The Costa Rico forces fought, fell back, and fought again. The Americans never rested never stopped, and charged impregnable fortifications to bayonet the defenders and turn the guns on other impregnable fortifications. Cholera broke out in the army's ranks. Entire battalions were wiped out in a day. The army melted away so fast that in a fortnight not a man would be left unless something were done quickly. The des-

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Hitler Vs. Mussolini

BATTLE ROYAL

A complete conversion unit that makes a new gun out of your Chicken Sam or Convict.

Can be installed by anyone in a few minutes.

The two famous men travel up and down — you shoot at 'em—they drop—you hit 'em again, and up they go — each time registering a hit — It's new, novel and fascinating. Fun, Sport and Practice — Lights—Motion — and Sound — a combination you can't beat.

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Write for complete details.

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PLAN NOW

TO ATTEND THE

WESTERN STATES COIN MACHINE CONVENTION

★

LOS ANGELES BILTMORE

NOV. 18-19-20

The Biggest Show Ever Staged in the West

DON'T MISS IT!

pairing government surrendered unconditionally.

Back at home from the campaign, Walker ordered a presidential election to put himself in complete control of the government and to oust Rivas. He was elected by a plurality of 11,000 out of 32,000 votes. Just before the election, Rivas quietly left the city and the next Walker heard of him he had organized an army and was declaring angrily that he intended to rid Nicaragua once and for all of the American pestilence.

Costa Rico, when it heard that civil war had again broken out in Nicaragua, declared war again, this time against Walker alone. It recognized Rivas as the lawful president of Nicaragua, declared that the election was undoubtedly fraudulent, which it was not, and sent couriers post-haste to Honduras, Guatemala and San Salvador to invite them to share in the honor of driving the Norteamericano invaders from Central America. The three countries accepted the invitation.

Walker was outnumbered and he soon ran out of supplies. Vanderbilt forced shipowners to boycott him and also persuaded the British admiralty to blockade the Nicaraguan coast under the pretext of safeguarding British Honduras. When his supplies and munitions were exhausted, Walker had to abandon his capital and retreat to the coast. The U.S.S. St. Mary's was offshore. Walker surrendered to it.

Late in 1857 he returned to Nicaragua with three hundred men and a large supply of munitions and prepared to march on the capital where Rivas was enjoying the presidency in comparative quiet under the protection of an Allied army. He landed on the wild, nearly uninhabited Atlantic coast and camped on the shore. While his men were cooking supper, an American battleship appeared and threatened to shell the camp unless he surrendered. It took him and his expedition back to the United States.

It took Walker longer to raise money for his third invasion of Nicaragua. The public had grown tired of him and the Civil War was looming up on the American political horizon. But in the late spring of 1860, Walker departed from New Orleans with another company of filibusters and a large stock of munitions. In a storm, his boat ran aground near Truxillo, Honduras. That suited him. Honduras was as good a starting point as Nicaragua for his conquest of Central America. He seized Truxillo at dawn.

He did not know that Truxillo was controlled by the British who collected a duty on all imports there to settle a Honduranian debt to Britain and that a British frigate hovered offshore. When he learned it, he issued a pronunciamento defying Great Britain and declaring that in the future Truxillo would be a free port. The British landed a party of marines and drove him into the jungle. He wandered in the jungle until malaria and starvation killed three-fourths of his men, then he returned to Truxillo and surrendered himself and his men to the British.

"But I cannot take you back to the United States," the British commander told them, "unless you surrender to me as American citizens. Otherwise, I must turn you over to the Hondurians. American citizens are generally considered exempt from punishment by the Honduranians"

William Walker said, "The president of Nicaragua is a citizen of Nicaragua. These men may take their choice."

On September 12, 1860, just six days after their surrender, William Walker was executed by a Honduranian firing squad.

The biggest marble statue in Costa Rico commemorates the overthrow of the little Tennessee filibusterer. It is a statue of a justice with its foot firmly implanted in the face of a recumbent man. But Costa Rico erred. Instead of a statue of Justice, it should have had one of Cornelius Vanderbilt, and the motto, "Thus ever fare dreamers at the hands of practical men."

That would have told the whole story.◆

Ray Guns Get Conversion Unit

ROCHESTER, N. Y.—With promotion now at a point which permits immediate shipment on all orders, Valley Specialty Co., here, has announced availability of a new unit for ray guns, known as Battle Royal, which features two parachutists, likened to two famous foreign personages. Suspended in the sky, the figures drop when hit, and this continues until the allotted number of shots have been used.

Battle Royal comes as a complete unit, requiring little more than removal of the motor from the old backboard and fastening it to the new one, its makers claim. It is said the device works perfectly on circuits of 25, 50 and 60 cycles. ◆

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"What would you do if you were in my shoes?"

"Get a shine."

Bally Readies New Free-Play Multiple

CHICAGO—Termed a by-request repeat-performance of the Sport Special, Bally Mfg. Co. has provided free-play operators a new four-multiple free-play game with all the features of Long Shot except the reserve, in a table or console called Dark Horse, according to information from Bally officials.

Said to be quickly convertible for one-shot or five-ball play, Dark Horse includes the "Buy-the-Board" feature which has proven an outstanding money-maker in Long Shot, and in the earlier Sport Special. Principle involved here is the lighting-up of all seven selections when 40 coins have been played without a winner. ◆

More Nickels for Operators!

WASHINGTON, D. C.—Though no reasons were given, nor was it hinted that coin machines had anything to do with it, the United States Treasury reports that in the first six months of 1940 more nickels were issued than in the combined years of 1938 and 1939. The record for the past six years:

1935— 63,500,000 nickels.
1936—102,280,000.
1937—143,360,000.
1938— 59,303,000.
1939— 74,675,000.
1940—Through June 30th—180,675.000.

◆

SHOW REGISTRATIONS

Register in Advance for Our Show—for every advance registration received in our office up to and including January 10th we will have your badge of admission awaiting your call at our Registration Desk in the lobby of Hotel Sherman. Our Registration Desk will be opened at 10:00 A.M., Sunday, January 12.

There will be no charge for registration or admission after January 10th or during the Show. If you are not registered in advance, however, you will be required to clearly identify yourself as connected with the coin machine industry in such capacity as to entitle you to admission to the Show.

You will save your time and ours by registering in advance—DO IT NOW—use the Registration Form below—mail it in all filled out and then call for your badge of admission at our Registration Desk on your arrival.

I'll be looking for you.

Sincerely,
JAMES A. GILMORE,
Secretary-Manager.

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

at Hotel Sherman—Chicago
January 13, 14, 15 and 16, 1941

(To be used only by qualified Operators, Distributors, and Jobbers of Coin-Operated Machines.)

Please write or print plainly and in full.

Name .....

Address .....

Operator..... Types Amusement..... Music.....
Distributor..... of Merchandise..... Scales.....
Jobber..... Machines Other Types.....

I buy from (Name Two).....

.....

Please enclose letterhead or business card as identification.

Date..... **Signed by**.....

You may use this to register others of your firm if you like. List names below:

.....

.....

Mail to James A. Gilmore, Coin Machine Industries, Inc., Hotel Sherman, Chicago, Ill.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

Of The Coin Machine Review, published monthly at Los Angeles, California for October 1, 1940, State of California, County of Los Angeles.

Before me, a notary public in and for the State and county aforesaid, personally appeared Paul W. Blackford, who, having been duly sworn according to law, deposes and says that he is the owner of the Coin Machine Review and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and editor, Paul W. Blackford, 1115 Venice Blvd., Los Angeles, Calif.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Paul W. Blackford, 1115 Venice Blvd., Los Angeles, Calif.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is . . . (This information is required from daily publications only.)

PAUL W. BLACKFORD,
(Signature of editor, publisher, business manager, or owner.)

Sworn to and subscribed before me this 7th day of October, 1940.

(SEAL.)

C. R. LAWE

(My commission expires Feb. 21, 1944.)

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!

Progress Uses Principle of Turn-Targets

CHICAGO — "Turn-Targets," so called because they are really skill-targets which keep turning during the entire game, each equipped with three contact points making a total of nine moving targets in action during every moment of play, are the latest feature devised for the movement which players seek in tables, and incorporated in Progress, Bally Manufacturing Company's new convertible free-play or novelty five-ball game.

Indicating that the revolving "Turn-Targets"provide a maximum of crazy ball-action to give the suspense and excitement needed to keep repeat nickels flowing into the cash box, George Jenkins, the firm's salesmanager, laid particular stress on their importance from the player's angle, figuring in the three-ways-to-score system, helping him build up his high-score by boosting the value of bumpers from 100 to 1000, and helping him "cop the futurity award which builds up during the game, but can't be claimed until the proper skill has been demonstrated. They also help him qualify for special free games based on special skill."

Already a nationwide success in Bally's Fleet, the tripling of revolving targets in Progress will make the latter game a far greater hit, thinks Jenkins, recalling that according to Webster, progress means "getting ahead," and suggesting tactfully that the game can mean exactly that for operators. ◆

• •

"Why are you unmarried?"
"Oh, I guess I was just born that way."

XMAS SPECIALS

Give real out-of-the-ordinary gifts this Christmas. Here are a few startling numbers that will literally bowl over the recipients. BUY WITH CONFIDENCE. All merchandise shipped prepaid and insured. Your money back if not satisfied.

WINTER UNDERWEAR for Men. The famous P. T. Warmer brand from Hollywood. Neatly knitted in red and white yarn. Tissue wrapped and gift boxed. A real laff riot.....Ea. $1.00

HOLLYWOOD MUDDLERS. Hand turned pair. One casts nude female figure, other male figure. Different and really clever. Usually $2.25. Now, per pair.....$1.69

CIGARETTE BAR. Miniature regulation bar of plastic with brass rail. Top of bar hinged and 3 compartments inside for 3 packs. Two brass cuspidors for ashes and matches. Neatly boxed as old fashioned bar set-up.....Ea. $1.00

GRANDMOTHER'S CASTOR. An ideal gift for your wife, mother or sweetie. Miniature reproduction in brass of old castor with 3 hand blown bottles and glass funnel. Stopper type bottles filled with Spice, Apple Blossom and Gardenia. In clever gift box. Very unique.....Ea. $1.00

SAFETY FIRST WINDSHIELD. Has your friend or location owner a dog? Here's a gift that will protect his posterior during the cold weather. Protects the dog from cold noses as well. Handsomely boxed, and a genuine laff for big folks, too.....Ea. $ .25

PURSE PENCILS OF STERLING SILVER. Made by the oldest pencil maker in America. 3-inches long with small ring in end. Propels, repels, expels. In padded silver presentation case, plainly marked "Sterling Silver." Looks $2.50 at least. An ideal gift for any woman and one she will enjoy for years.....Ea. $ .50

IMPORTED SWISS MUSIC BOXES. Wide assortment with more than a dozen different tunes. These boxes are now difficult to obtain. We guarantee to please you. $2.79 to $4.95 each. Each box plays one tune, has powder compartment, and price variance covers ornamental trim, cameo tops, footings, etc. At the price you pay we guarantee to give you a value that would cost you 20% more elsewhere.

WATCH FOR OUR FULL PAGE AD IN NEXT MONTH'S REVIEW

Seaforth

FOR MEN

The finest toiletries ever compounded for men. The invigorating odor of the Upland Moors with its faint scent of heather will win over any man. All items are packed in stone containers with snug brown caps in the tradition of old Scotland. The finest articles exacting manufacture can produce. Select from these:

Shaving Mug (can be used for Tom & Jerry Mug later)
Shaving Lotion — Men's Talc
Men's Cologne — Men's Deodorant
Men's Soap (3 cakes in box)

$1.00 each

The Little Gift Shop
1115 Venice Blvd. Fi. 8269 Los Angeles, Calif.

OWNED AND OPERATED BY THE COIN MACHINE REVIEW

Kansas City

OUTLOOK FOR 1941 REPORTED BY MISSOURI VALLEY COINMEN . . . AUTOMATIC MUSIC SEEN AS STRONG . . . VALUE OF HOBBIES, INC. TOLD.

By B. K. ANDERSON

KANSAS CITY, Mo. (RC)—November swings into the horizon and as is usual at this time of the year, this correspondent checks with the Coin Machine Industry's leaders as to what the past year has written into their books for itself and the new year to come. November is picked for this survey because December and the Christmas Season are the one time when operators and distributors find it exceedingly difficult to keep their minds on profit problems.

B. K. Anderson

First of the local units to be contacted was the Central Distributing Co., managed by co-owners Tim Crummett and Finley Mason. They were questioned as to the outlook of both the operating and distributing phases of the business, particularly as it concerns automatic music and novelty tables.

Finley Mason's answer reflects the sentiment that appears to predominate in all local coin machine centers. He said, "The past four months have shown a general increase in both music and novelty table operation and distribution. Last month was the biggest we have ever experienced in the history of our business. True, most of this increase can be credited directly to the new technique in manufacture and operation of the new novelty tables. Our area extends over western Missouri, western Iowa, Kansas, Arkansas, and Nebraska. Although most of our operating is done in the vicinity of Kansas City, we are in very close touch with operators throughout the above named territory.

"A general sentiment in favor of marble games is apparent in view of the fact that our jobbing business has increased 35% this year over the same period twelve months ago.

"Automatic music has continued its steady gain and the most important development in this connection is the fact that much new blood has entered the business via the route of music operation. Without casting aspersions on any operator now in the business, I think it only fair to say that these new members of our profession are better equipped both from a financial and personality standpoint to help us gain the stability that we have long sought, than any new group which have entered it in recent years.

"Our records show that music in this five-state area is about 20% ahead of last year in all departments. This compares favorably with the general business upturn in our area. We feel free to say that 1940 will be by far the best business year that we have ever experienced. At present, and during a large part of the past months, our problem has been one of securing adequate delivery of merchandise rather than one of finding a place for it in the field.

"Thus we believe without reserve that 1941, which begins for us the first of next month, holds in store further advances in stability and reasonable expectancy of gradually increasing profits. Most of our operator contacts share this confidence for the coming year and almost without exception are re-investing a large share of their profits in rehabilitating their equipment."

Manager Carl Hoelzel of the United Amusement Co. was particularly enthusiastic about 1940-1941. Just back from an air trip from New York City, where he went to look over recent developments in the industry, Carl was quick to pass the word around that operators "down-east" are now showing more interest in their Midwestern country cousins than at any past time he can remember.

He also reported that he could find nothing in the manufacturers' assembly rooms that even promised to take the accent off the Missouri Valley's profit-making boom in novelty tables.

He said, "I found the Eastern operators were vitally interested in how and why we have been able to achieve such phenomenal success with our new type of operator organization. The answer to this question is the one that is probably most responsible for the popularity of these skill games in our area.

"In the first place, our new type of organization for the first time that I can remember, assumes the principle that to most benefit any particular type of business in an area, you must first raise the ethics and reputation of that business in the minds of the persons in that area. This

— TURN PAGE —

ANNOUNCEMENT

AFTER you have seen the other coin operated moving picture machines, we would appreciate your visit to our showrooms to see and hear NICKEL-TALKIES in combination with our ADVERTISING-INCOME.

This ADVERTISING-INCOME is an EXCLUSIVE feature with NICKEL-TALKIES.

We are now more confident than ever that NICKEL-TALKIES is the ULTIMATE in both performance and income.

MUSICAL MOVIES CORPORATION

OF AMERICA

1554 Cross Roads of the World

GRanite 7982

HOLLYWOOD CALIFORNIA

means that for the individual coin machine operator to benefit, the industry as a whole must first advance its position.

"What we have done in Kansas City with Hobbies, Inc., our local operator organization, is to put our interests as individuals into the background and, at the expense of much time and effort, advance the cause of our business as a whole. In the first place, we secured and paid for adequate legal and organization representation. Then, we convened in meetings with these experts until we had developed a program which assured us full, unlimited operation of types of equipment which our board of directors found suitable for this area.

"Throughout this whole building process we carried our desires to local civic authorities and convinced them of our desire to cooperate fully with them. At first they seemed surprised, later they granted us privileges which we had formerly been denied. In this manner the die was cast.

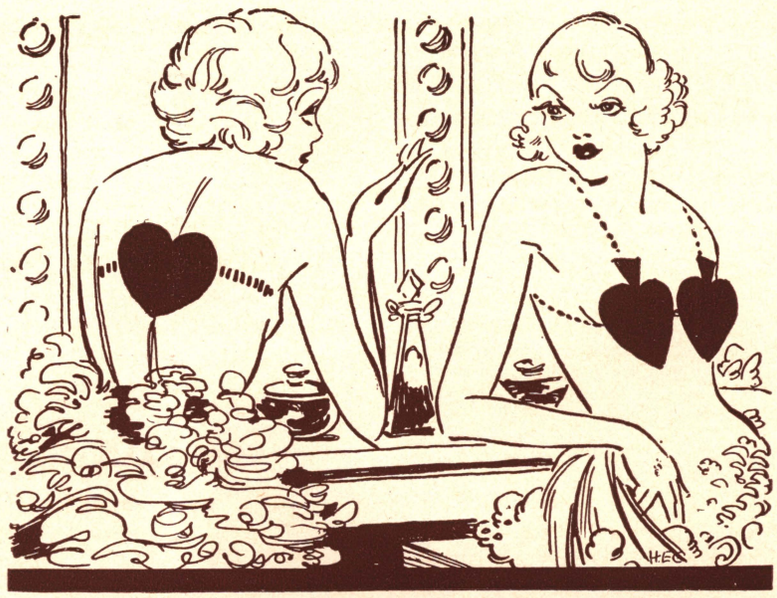
"Once we arrived at this sound basis, which gave every operator an absolute blueprint from which he could work, we then began to go ahead as individual companies. There was no longer any fear in the operators' minds of outside interference and distributors' upswing in sales proved that when the operator is sure of his footing he can and will buy fully to meet his future needs. Of course, one of the best parts of this from the operators' viewpoint is that the distributor can thus grant him fuller credit for expanding his routes.

"Attesting to the fact that this type of organization is becoming a practical necessity throughout the entire Middle West is proved by the scores of new groups that have been organized and patterned after the fashion of Hobbies, Inc.

"It would not be fair to give all the credit for the success of novelty tables in this area to operators' organization. Certainly, the manufacturers must be given full credit for the new trouble-free and increased player-appeal tables with which they have supplied us in the past ten months. With every reasonable assurance that weekly, more of this new type of table will be reaching the market, and with our knowledge that Midwest operators are now definitely organization-minded, I feel confident that coin-operated games of amusement have only reached the threshold of their new era of profits—and what is to come now is going to make everything that's been here before look very small by comparison."

Reflections of the trends as forecast by Messrs. Mason and Hoelzel were echoed by the Mo-Kan Music Co. This firm represents a hybrid type in coin machine operation development—a combination retail phonograph record store, phono renting station, and regular automatic music operating firm. Nick Fasci, director of the firm, believes that merchandising of these additional profit-making facilities, usually not developed by most operators, offers one of the largest sources of profit to the operator who would expand his business in '41.

R. W. Webb, head of the General Vendor Manufacturing Co., announces the appointment of a new sales manager for his firm, George L. Atkeson. One of the new sales director's first efforts in behalf of this company, following his appointment October 1, was a trip to the National Dairy Convention held in Atlantic City. ◆



"I don't know why they call this a card dance. In cards you just show your hand."

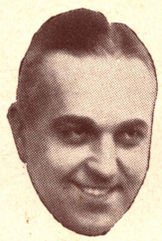
Gilmore Urges Quick Reservations

CHICAGO—Indicative of early enthusiasm for the 1941 Coin Machine Show, sponsored by Coin Machine Industries, Inc., Jas. A. Gilmore, secretary-manager, reports that just before press time for this issue almost exactly one-half of the sleeping rooms in the Hotel Sherman have been reserved already.

While it is still some time until this event is scheduled, Gilmore recalls that Hotel Sherman was sold out long before the last Show and urges those who wish accommodations within the headquarters building to write or wire, either directly to the hotel, or to him, stating time of arrival, whether single or twin-bedded rooms are desired, and the price preferred. Since it's a matter of first-come, first-served, Gilmore's plea is "Do It Now." ◆

• •

"How's business?"
"On the rocks."
"Too bad."
"Oh, no. I build lighthouses."



Guy Noel
—Says—
The Last Word in Coupon Games is our New
ROL-N-PIN
It's Different and Extremely Fascinating . . . 1000 New Coupons—Not Number—Not Symbols. . . . Excellent for Closed Territory. Write me for Information.
WE ARE MANUFACTURERS OF 100% UNION MADE COUPON GAMES, WITH ALLIED PRINTING UNION LABEL.
Mfrs. of Largest Variety Line of Jar Games—Whirling Derby Games—Baseball Daily and Weekly Series — Tip and Jack Pot Games — Sales Cards.
WRITE US YOUR REQUIREMENTS
GAY GAMES, INC.
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PROFIT PRODUCTIVE DISTRIBUTORSHIP AVAILABLE!

Manufacturer now in production of a selective type safety razor blade vending machine is seeking a responsible distributing organization to handle the machine in the states of Washington, Oregon, California, Arizona and Utah on an exclusive agency basis. Bank and Mercantile references exchanged.

Box 295

Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif.

PLAN NOW
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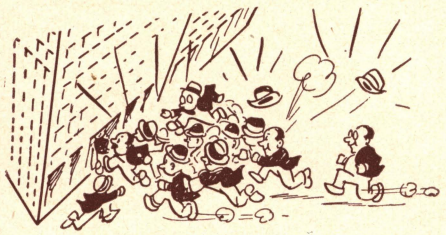
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!



THE OPEN DOOR TO BETTER VALUES

You have bought from us before, but we promise you that November will be the greatest money-saving sale of all time. All games leaving our premises will be checked and double checked—new parts—fine in appearance, and no deal complete unless you are satisfied. The following list is available for immediate delivery.

—— NEW GAMES ——

Hold Over by Stoner.....$104.50
Fox Hunt by Chicago Coin.....$ 99.50
All American by Chicago Coin.....$ 99.50
Gold Star by Gottlieb.....$ 99.50
Metro by Genco.....$ 99.50

—— USED FREE GAME UNIT ——

Airport	$19.50	Dixie	69.50	Lot-O-Fun	24.50	Snooks	14.50
Bang	19.50	Ducky	25.00	Lucky Strike	29.50	Score-A-Line	62.50
Beauty	35.00	Dude Ranch	69.50	Major	20.00	Score Champ	49.50
Big Chief	77.50	Fair	15.00	Multi-Free-Races	15.00	Short Stop	49.50
Big League	47.50	Flying Trapeze	65.00	Merry-Go-Round	49.50	Speedy	15.00
Brite Spot	59.50	Formation	74.50	Miami	17.50	Sporty	52.50
Buckaroo	20.00	Fox Hunt	64.50	Mills 1-2-3 1940	110.00	Spottem	52.50
Blondie	54.50	Glamour	57.50	Mr. Chips	29.50	Super Six	42.50
Big Six	27.50	Golden Gate	17.50	Oh! Johnny	59.50	Three Score	54.50
Cadillac	47.50	Gold Star	79.50	Ocean Park	22.50	Thriller	27.50
Champion	27.50	Hold Over	79.50	Paramount	10.00	Topper	24.50
Chevron	17.50	Hi-Lite	12.50	Punch	39.50	Triumph	27.50
Exhibit Chief	15.00	Home Run	49.50	Rebound	17.50	Up & Up	15.00
Chubbie	8.50	Jolly	49.50	Red Hot	47.50	Variety	27.50
Contact	15.00	Klick	12.50	Rotation	64.50	White Sails	27.50
Cowboy	22.50	Leader	74.50	Roxy	37.50	Yacht Club	59.50
Davy Jones	12.50			Side Kick	15.00		

USED COUNTER GAMES

American Eagle. Have 24 on hand —like new. At your door.....$24.50
Imp 9.50
Deuces Wild $11.00
Jiffy 12.50
Heads or Tails $10.00
Spinner Winner 12.50
Vest Pocket Bell..... 25.00

MISCELLANEOUS

25 ABT Challengers.....$15.00
ABT Red White & Blue.... 19.50
ABT Big Game Hunter..... 24.50
ABT Model F 19.50
Stands 3.50

PHONOGRAPHS

2 Wurlitzer 412 .....$35.00
1 Wurlitzer Lighted Up 412 ..... 50.00
3 Wurlitzer 616 ..... 65.00
2 Wurlitzer 24A 95.00
3 Wurlitzer 600 with piano keyboard ..145.00

RAY GUNS and NOVELTY GAMES

Keeney Anti-Aircraft Guns....$100.00
Bally Alley 29.50
Seeburg Chicken Sam .....$ 64.50
Evans' Ten Strike 49.50
Gottlieb's Skee-Ball-Ette .....$ 49.50
1937 Skee Balls High-Score Feature 75.00

BE OUR GUEST at the WESTERN STATES COIN MACHINE SHOW
WE WILL HAVE A CAR AT YOUR DISPOSAL. JUST PHONE ROCHESTER 1421 AND WE WILL PICK YOU UP. YOU ARE UNDER NO OBLIGATION.

We Meet Any Los Angeles Price!

Southwestern Vending Machine Company

2833 West Pico Blvd. Los Angeles, California
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NO DEAL COMPLETE UNLESS YOU ARE SATISFIED

THE DESIGNERS—ENGINEERS—MANUFACTURERS OF MOLDED RUBBER PRODUCTS

To The Coin Machine Manufacturers Offer Thousands of Rubber Parts

Bumpers — Bushings — Rolls — Extrusions — Gaskets — Grommets — Washers — Rings — Sheet — Slab — Spring — Sponge — Molded Tires — Tubing — Vacuum Cups, Etc.

For Prompt Shipment From Stock

WRITE FOR CATALOG 21R

Our designers and engineers are at your service to solve your special rubber problems in perfecting new machines.
ALL PHONES: HAYMARKET 7093

ATLANTIC INDIA RUBBER WORKS, INC.
1453 WEST VAN BUREN STREET · CHICAGO, ILLINOIS.

Daval Counter Games Set Small Size Record

CHICAGO—So tiny they fit easily into the palm of the average man's hand, yet possessing the largest cashbox capacity ever known for games of this size, The Daval Co., early in November, created a sensation with the introduction of Cub and Ace, believed to be the smallest counter games ever built, measuring 5½ by 5 by 6½ inches.

The Daval Coin Divider, originated here some years ago, is featured on both games so that there is an automatic division of money deposited, giving the operator his correct share and keeping the location constantly supplied with change. The operator's compartment easily holds $5. Multiplying this amount by 5 when the division is 80-20, Ace and Cub have a total cash box capacity of $25 between checkups; multiplying it by 4 for a 75-25 division still provides a cash box capacity of $20—said to be four times greater than that of any counter game near this size.

Designed modernistically and with full regard for utility, these two games, which come in a variety of attractive colors, were withheld until production of American Eagle and Marvel was put on a basis steady enough to meet the flow of orders, and noted distributors present when the machines were shown for the first time pronounced them "Real operator's machines in every sense of the word," according to information from executives.

Cub is reported to be a three-way play game with gum vendor; this, with the dummy marble ball gum display addition is likewise small enough to have created a sensation, overcoming the belief that it was impossible to incorporate these features and yet retain small size. Cub's three types of play action are cigarette reels, number reels and fruit reels, and the operator has his choice of any of the three proven play actions.

Ace is a five-reel poker-play counter game whose action is like that of the world-famous Chicago Club House which was and still is considered one of the greatest money-making counter games of all times. Offering the players perfect poker hands provides a lure and appeal so real and outstanding, executives assert, that many believe this game will surpass even the success of its forerunner.

With the coin dividers taking care of the locations' percentage automatically, thus eliminating meters, with the cutting of servicing and collection time to a minimum, the low popular-price of the machines, and the play appeal afforded, Al S. Douglis declares that "there is national agreement that both games belong on every counter in America."

Assertedly, just a few days' tests here and there have proved to distributors the wisdom of seeing that every operator in their territories gets both Ace and Cub on every counter in his locations, and it is reported that this opinion is backed with sizable orders from such leaders as Bert Lane, New York; Banner Specialty Co. and B. D. Lazar Co., Pennsylvania; Joe Calcutt, North Carolina; Sicking and Avon of Ohio; Ajax of Michigan; Mayflower, Silent Sales, and Acme of Minnesota; Milwaukee Coin of Wisconsin; Atlas, Monarch, and National of Illinois; Ideal Novelty and United Amusement of Missouri; Marion of Kansas; Electro-Ball Co. of Texas; H. G. Payne, and Automatic Amusement of Tennessee; and all the principal Pacific Coast distributors.

For the most part, Cub and Ace are sold by the case, each of which contains six machines in six different colors so that the operator is assured of always having a variety of colors to suit the color scheme of each location. The six-to-a-carton idea is said to be proving extremely popular in advance sales which have already established a new record for Daval. ◆

Lead Service Given A.O.L.A.C. Members

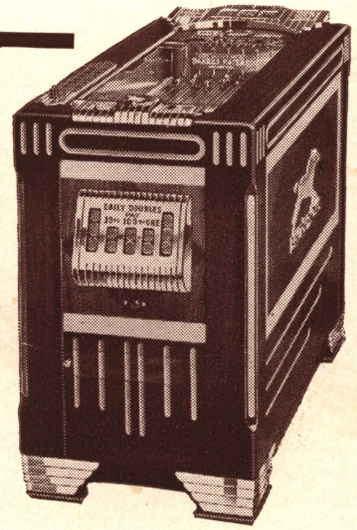
LOS ANGELES—Inauguration of a new sales lead service available to members has been announced by the Associated Operators of Los Angeles County, Inc. Providing information on new establishments opening in both the city and county of Los Angeles, the report slips received each day are filed for checking by all who are interested in securing new locations.

As in the past the organization is stressing cooperation in the Los Angeles Community Chest which opened this month, and recommend the American Legion Salvage Industry as a worthwhile undertaking which deserves the support of operators. ◆

Widow to Continue Peltzman's Operation

LOS ANGELES—The death of Morris Peltzman, member of the Associated Operators of Los Angeles County, has been reported by the organization's officers who extend their deepest sympathy to his widow and family.

Mrs. Peltzman will maintain her interest in the business to support her two children, and will operate under membership No. 5, held by her husband. ◆



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

Buy With Confidence Own With Pride

The BAKER NOVELTY CO., INC.

2626 Washington Blvd. Chicago

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50 @ 7c each — Total $ 3.50
100 @ 5c each — Total 5.00
250 @ 4c each — Total 10.00
500 @ 3½c each — Total 17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

"Soundies" N.Y. Premiere Breaks Hotel Record

By RALPH P. MULLIGAN

NEW YORK CITY—Playing before a very enthusiastic audience at the Waldorf-Astoria, New York's largest Hotel, the Roosevelt-Mills "Soundies" Preview established a record attendance for its three-day showing. This "invitation" affair drew 10,000 guests who not only saw the Coin Machine Industry's most talked about machine, "Soundies," but were lavishly entertained by their hosts, Jimmy Roosevelt and Fred Mills.

"Soundies" New York appearance was touched off on Sunday night when 800 Mills customers were given a private showing.

On Monday, Mills Panoram Soundies was unveiled to operators and their friends. Operators were entertained on the Starlight Roof. Frank Ready, Waldorf-Astoria Manager, stated it was the biggest get-together since the hotel opened in 1929.

Aside from the entertainment, which included many of the celebrities of the stage and screen, the highlight of the evening was the radio broadcast of this event over WEAF at 10:45 p.m.

Fred Mills sounded the keynote of progress the Mills Novelty Co. has made when he told the radio audience that this Panoram machine would open up a new field for developing talent.

Assisting Hosts Roosevelt and Mills at this party was Ralph Mills, vice-president of Mills Novelty Co., who acted as toastmaster and general chairman. Attending this party were Broadway celebrities, bankers, business tycoons, radio stars and society leaders, including:

Hon. James J. Walker, former Mayor of New York, Max Baer, Kenny Baker, Bea Wain, Lanny Ross, Joe E. Lewis, Ezra (Henry Aldrich) Stone, Barbara Bannister, Ella Logan, Henny Youngman, Barry Wood, Gray Gordon, Eddy Duchin, Tommy Manville, Uncle Don, Roy Smeck, Miss Beverly Mills, Carol Bruce, Miss America (Frances Burke) 1940, Sammy Kaye, Adrienne Ames, Eddie Lane, Broadway Sam and Broadway Rose, Tony Pastor, Meredith Blake, Art Perry, the writers of "I Am An American," Leonard Joy, Jack Williams and Yvette, Sophie Tucker, Irving Berlin and Shep Fields.

Leading figures in the Coin Machine field were George Ponser, Sam Strahl, Lewis Schearer, Charlie Engleman, Sam Taran, Bill Frey, Ed and Jack Raverby, Bill Heflriegel, and Hersh La Viez.

Those responsible for the details of the New York Premiere were Jim Mangan, popular advertising manager of Mills Novelty, his capable assistant and hostess to the press boys, Gwen Desplenter, and last but not least Dennis Donahue, assistant to the president of Mills Novelty.

Highlights of the Show

1. Most sought-after man for his autograph —Jimmy Roosevelt.
2. 10th wedding anniversary of Mr. and Mrs. Ralph Mills, who were tendered a surprise party on Tuesday.
3. Beverly Mills' interview on Uncle Don's program, Wednesday evening.
4. The honor of being the oldest operator in the business went to Lewis Schearer.
5. Sam Strahl, president, American Cigarette Machine, was honorary chairman of the Entertainment Committee, and was responsible for securing the Big Name entertainers.
6. To Sam Taran, head of Mayflower Novelty Co., St. Paul, went the honor of having the first Operator Showing of "Soundies" when he opened his new building early in November. ◆

Another Movie Man Likes Coin Machines

HOLLYWOOD—Following in the footsteps of Frank Orsatti and his motion picture automats, Director William Dieterle reportedly has bought the rights to a coin operated typewriter which he plans to exploit.

An ordinary typewriter except for its keyboard lock which is released on depositing a coin, a counting device tallies the words, advises the user when he is nearing his limit, and locks when a thousand words have been put on paper. Another nickel releases it for further use.

It is said that Dieterle plans shortly to go to Washington to confer with officials on the use of his "word vendor" in post offices throughout the country. ◆

Birthday Celebrated

DETROIT — Celebrating her birthday recently (she wouldn't tell which one), Mrs. Henry C. Lemke, wife of the manager of Lemke Coin Machine Co., gave a party at the smart 509 Club for her club and a few of the local coin machine men. Following dinner an excellent 7-act floor show was staged for the entertainment of the guests. ◆

Max Baer and Miss America of 1940-41 were two of the scores of celebrities seen at the Panoram Soundies eastern premiere.

Kenny Baker is greeted at the Mills Panoram Soundies show by Sam Strahl, American Cigarette Machine, Buffalo, Miami, and Pittsburgh. Sam acted as honorary chairman of the entertainment committee.

At the Panoram Soundies preview at the Waldorf-Astoria, Oct. 21, 22—Ralph Mills, vice-president of Mills Novelty; James Roosevelt, producer of Soundies; Mrs. Ralph Mills, and Fred Mills, president of Mills Novelty, manufacturer of Panoram.

"Machines Favorable to All" Says Jennings

CHICAGO — In an interview, E. P. Winkel sales executive of O. D. Jennings and Company said that the company's new line for 1941 is the result of a strenuous effort to bring to the operators friendly machines that will prove acceptable to the most discriminating individuals.

Winkel said, "We are confident that the new Jennings line for '41 will assist operators in opening up new territories. Not only do we sincerely feel that they are the finest coin operated machines manufactured today, but they are a far cry from the harsh, hostile machines of the past. Every machine has the features that will find favorable acceptance with location owners as well as the local authorities. With our 34 years experience in the business, the operator may feel confident that he is getting the finest equipment both from the standpoint of play appeal and mechanical operation.

"With Bobtail and Silver Moon Console forecasting the success of the 1941 models, I know that operators all over the country will appreciate the higher earnings and lower operating expenses of our succeeding models.

"Orders and reorders are rolling in so fast that we're working at top speed to keep up with the business. There is no doubt but that our new policy of the greatest satisfaction to the greatest number of people is really appealing to the operators."

Winkel went on to say that if an operator will put forth the effort, he will find that he can operate many of these Jennings machines and secure the benefit of their great earning possibilities. ◆

An Invitation

WE INVITE YOU TO USE OUR SHOWROOMS AT
1503 WEST PICO BOULEVARD
AS YOUR HEADQUARTERS WHILE YOU ARE ATTENDING THE

Western States Coin Machine Convention

•

SEE US

IN BOOTHS 33 and 34
AT THE CONVENTION
FEATURING

BALLY'S LATEST GAMES

WALL BOX and OTHER PROFIT PRODUCERS

•

We carry a Complete Line of the Latest Amusement Machines and Supplies.

Paul A. Laymon

DISTRIBUTOR AND JOBBER OF COIN-OPERATED MACHINES

"WE MEET ANY ADVERTISED LOS ANGELES PRICE"

1503 W. PICO BLVD. LOS ANGELES, CAL.
DRexel 3209

Coinmen Ready to Aid in Defense

PROVO, Utah—M. D. Close, owner of the M. D. Close Novelty Company, has made complete plans for the enlistment and service of his employees. The above picture shows four of the party who have been called to register under the conscription law. From left to right they are Elmer Hunter, Harold Thatcher, Herbert Coleman, Clark Reece, Mrs. Close, M. D. Close and Wayne, Melvin and Louis Close.

"We have four registering out of six," stated M. D., "and we hope that Uncle Sam doesn't call them all at the same time, as we would be handicapped. We would be willing to make any sacrifice necessary and these people have the assurance, from myself, that if they are called in the service that they will have a job when they return from training and our help in any way with their families if they are called. This is our part of the contribution to the welfare of these United States of ours." ◆

Luxury Liner Has Bally Drink Vendor

CHICAGO—According to Bert Perkins, Bally Mfg. Co. beverage division sales-manager, a Bally Beverage Vendor is now serving cups of cold carbonated beverage on the high seas, following installations of a unit in the main salon of the S. S. Washington now at sea somewhere between New York City and the Panama Canal. After clearing the Canal, the liner will touch at Los Angeles and then head for Honolulu.

The machine was placed by Standard Beverage Corp., New York, large-scale operators of the Bally Beverage Vendor, and officials estimate that 7500 drinks will be vended between New York and Los Angeles, and a like amount between Los Angeles and Honolulu.

Also aboard the ship are 40 valve-sealed stainless steel barrels, each containing 160 pre-mixed, pre-carbonated drinks, for refilling of the Vendor. At Los Angeles Southern Beverage Co., a California operating firm which has placed Bally Beverage Vendors in many famous local spots, will replace empty barrels with ones freshly filled, and at Honolulu the machine will be serviced by Del Barkhuff, who operates a chain of the machines in the Islands.

One barrel, marked "Do not use," will be reopened when the ship returns to New York, and judging from previous tests it is expected that the beverage will be found as delicious and fully carbonated as when it left. ◆

Who Said 13 Is Unlucky?

By HERB JONES

(Bally Mfg. Co. Advertising Mgr.)

Number 13 has lost its jinx! In fact, the 13th day of January, 1941 will be the luckiest day in the year for operators, jobbers and distributors—because that's the opening day of the greatest Coin Machine Show in the history of this great industry. On that day—Monday, January 13, 1941—at the Sherman Hotel in Chicago—the doors will be thrown open to a display of new money-making equipment so far surpassing the displays of previous years that we will all wonder how we ever got away with our former shows. In sheer size alone, the 1941 Coin Machine Show will serve as a powerful demonstration of the flattering progress of the industry. Not only will the Main Exposition Hall be packed—not only will the Mezzanine be crowded with new games, new music machines, new vending and service machines, new merchandise of vital interest to operators—not only will the Grand Ball Room be filled, as usual, with brilliant displays—but in addition a New Annex, directly below the Main Exposition Hall, will be used. Thus the 1941 Coin Machine Show will be, not merely the greatest coin-machine show in history, but actually one of the biggest shows of any kind ever held in Chicago.

As an illustration of the large scale on which the 1941 Show will be conducted and speaking only for the Bally Mfg. Company, I can say that Bally has contracted for almost twice as much display space as was used in former years to show new Bally products. And I know that Bally's plans for a bigger show than ever are typical of the trend throughout the industry. The truth of the matter is the manufacturers have such a spectacular array of new money-making machines to offer that enlarged space is absolutely essential.

We are all agreed that 1941 will be a year of tremendous industrial activity—a boom year—a year in which plenty of money will be in circulation. The coin-machine man who participates to the fullest extent in the general prosperity of 1941 will be the man who comes to the January Show—and finds out the right equipment to insure maximum earnings. While plenty of money will be in circulation during 1941, no haphazard placement of hit-or-miss equipment will insure prosperity to operators. The very fact that the public will be in a spending mood will mean that all industries will be in terrific competition for the "loose change" market. To protect his position in that market the operator must be armed with the right equipment. And only by attending the Show can he get the first-hand slant so essential to the profitable selection of equipment.

To assure yourself a lucky year in '41, plan to be in Chicago on that lucky 13th day of January, 1941. Do that and you can bust up mirrors, kick black cats and walk under every ladder you come to! Nothing can jinx the luck of the man who attends the 1941 Coin Machine Show! ◆

Herb Jones, advertising manager of Bally Mfg. Company, is chairman of the publicity committee, 1941 Coin Machine Show.

C.M.I. Invites Officials of Associations

CHICAGO—The Officers and Directors of Coin Machine Industries, Inc., again invite, through the REVIEW, every President and Acting Secretary of any active trade association in the industry registered at our Convention and Coin Machine Show next January to be their guests at dinner on Wednesday, January 15th.

The object is to all get acquainted with each other and provide an opportunity for an open forum and constructive suggestions for the good of the coin machine industry in general. Exactly 50 executives representing 24 associations attended this dinner meeting at the 1940 Convention and Show and representatives of the coin machine trade papers present all declared it one of the most interesting meetings they had ever attended.

All Officers and Directors of C. M. I., Inc., have promised to sit in at this meeting at least until 8:00 p.m. so it is highly desirable that all who attend be on hand promptly at 6:00 p.m. for dinner.

The meeting room will be announced as soon as we have a fairly definite idea as to how many will attend.

That we may know how many will attend, we suggest that when you register in advance you advise us so that we can count on you to be our guests at this dinner. Both your president and secretary are welcome to attend.

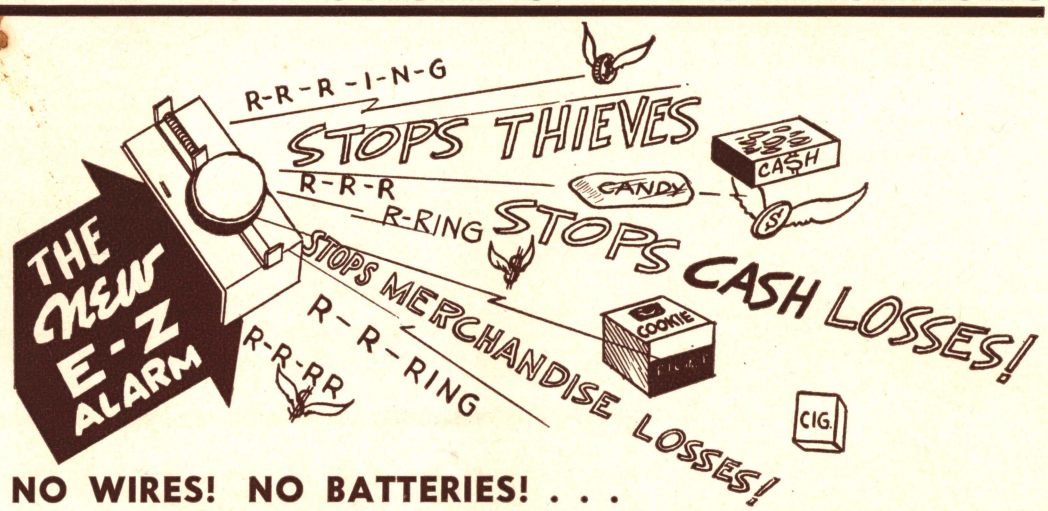
Address dinner reservations to James A. Gilmore, secretary-manager, Coin Machine Industries, Inc., Hotel Sherman, Chicago, Ill. ◆

13 Reasons for Attending the 1941 Coin Machine Show

1. See the new 1941 money-makers.
2. Hear the nationally prominent speaker at the Welcome-To-Chicago Luncheon, Monday, January 13.
3. Swap ideas with fellow operators, jobbers and distributors.
4. Visit the Chicago area coin-machine factories.
5. Visit Chicago night-spots.
6. Lean on the Celtic Bar (ADV.).
7. Have a barrel (or a case) of fun with the boys you know.
8. See the swellest Banquet Show you ever saw.
9. Brag a little.
10. Gripe a little.
11. Laugh a lot.
12. Get away from home.
13. Insure yourself against missing any bets for bigger collections during 1941.

Welcome to the Western States Convention!

INTRODUCING



NO WIRES! NO BATTERIES! . . .

An instant hit with operators everywhere. Simple, easy to install, lasts indefinitely. Can be installed on any machine and easily transferred from one machine to another. No wiring, no servicing. LIST PRICE $2.50. Operators SPECIAL CONVENTION PRICE, limit of 6, $1.00 each. SEND COUPON NOW!

E-Z TIME CLOCKS

E-Z TIME CLOCKS have been the Standard on all types of coin machines for years. Trouble free, no mess, no muss, no oil, no grease. Built to outlast the machine. Specify E-Z TIME CLOCKS.

E-Z CARLTON BULBS

Brighter light, longer life, no dead machines, and best for production and replacements are E-Z Carlton Bulbs. "Carlton" on your lamps shows your manufacturer uses only the best. Insist on Carlton Bulbs. 44's, 46's and 55's in stock for immediate delivery.

ELLMAN & ZUCKERMAN 119 S. Jefferson St. CHICAGO

SPECIAL CONVENTION OFFER:

Ellman & Zuckerman,
119 South Jefferson St., Chicago

Gentlemen:
Enclosed find $..... Send me.....
E-Z Alarms of the special Convention price of $1.00 each (Limit 6) with the understanding they can be returned for full credit within 10 days.

Name.....

Street.....

City.....State.....

Boyer Museum Lists 1940 Honor Roll

CHICAGO—Gathering together a collection of old-time slot machines and early automatic musical instruments "for pleasure and adventure in the study of the mechanical principles used in these excessively complicated and thoroughly ingenious inventions that were devised in the old days by men whose names are relatively unknown and whose glory is unsung," and preserving them for future generations to see, has become the major occupation of Alden Scott Boyer, whose Chicago Coin Device Museum was founded in 1938.

Boyer's 1940 roll of honor of those who cooperated in "getting together for preservation and exhibition the greatest aggregation of early Coin Operated Machines now existing anywhere in the entire world" includes 50 names. E. Joseph Leighton, Wiscasset, Me., headed the list with his supplying of 21 machines; Charles Jarl, Omaha, provided 19; K. Warner, Hammond, Ind., 15. Others supplying old equipment in volume included; Tony Endrizzi, Hurley, Wis., 9; L. G. Connor, Madison, Ind., 8; F. D. Rose, Gloucester, Mass., and Charles C. Ballou, Jr., Lakewood, R. I., 7 each; Joseph Ancell, Chicago, Joe Kirstein, Marathon, Wis., and Square Amusement Co., Poughkeepsie, N. Y., 6 each.

Forty others, mostly in the coin machine business, sent from one to four machines each. Most notable outside contributor was undoubtedly W. Parker Lyon, Pasadena, Calif., whose famous Pony Express Museum is close to the equally famous Santa Anita Racetrack.

Boyer is still looking for old equipment and particularly wants old slot machines, penny arcade machines, nickel-in-the-slot pianos and orchestropes, Wurlitzer and other band organs (regardless of size), wooden cigar store Indians, old-time slot machine catalogs and circulars. He reports crating is not necessary, and he pays cash "as is" and regardless of condition, F.O.B. the city of origin. Boyer may be reached at 2700 Wabash Avenue, Chicago. ◆

New Name Suggested For Operators

By RAY MOLONEY,
President, Bally Mfg. Co.

A good new name for the modern operator would be "amusemerchant." I say this because an increasingly large number of operators are actively merchandising their machines, instead of simply setting out equipment as haphazard nickel-traps and hoping for a good catch.

For example, a Delaware operator recently tried the experiment of passing out handbills to call the public's attention to his first Rapid-Fire machine gun. He reports that his advertising stunt brought extra-large crowds to the soda parlor where the machine was placed. And a considerable percentage of those who flocked in to try the gun, out of curiosity, became "regular habit" repeat players.

Another smart merchandising idea is the use of window banners which operators are having made by local sign-painters. Of course such banners cannot be too large, but don't think Ye Olde Sweete Shoppe won't okay a window sign urging passers-by to "come in and take a hundred shots at a diving submarine for five cents." Remember, while players are taking turns at Rapid-Fire, they are also consuming malted milks, cokes, sandwiches, cigarettes, and other commodities. Thus, Ye Old Sweete Shoppe enjoys extra sales when crowds flock in to shoot—in addition to ye sweete splitte on ye cash-boxxe!

And this brings up another merchandising angle which Rapid-Fire operators are using—selling the merchant on the power of Rapid-Fire to increase store traffic. Maybe pin games are played only by regular customers, but Rapid-Fire is a game that brings them in faster than an expensive air-conditioning job or a pretty new waitress. ◆

'People's Choice' —Gold Star

CHICAGO—The election is over and it seems reasonably safe to say that America will go on. Regardless of their personal candidate for the Presidency, Dave Gottlieb, head of D. Gottlieb & Co., thinks the real "people's choice" is Gold Star, judging from the volume of orders piling up for this new hit.

Offering a new skill play with eight separate ways of winning, with every shot "loaded with winning dynamite," utilizing new Duo-Score bumpers and four-way scoring rollovers, Gold Star's new Rainbow-glow backboard effect is said to complete an interesting profit-picture, with operators all over the country reporting it a success.

Production facilities at the Gottlieb factory are being strained to the limit, according to the head of the firm, to meet demands received hourly by telegraph, teletype and long distance telephone call, together with those arriving in each day's mail. ◆

New York

HIGH SOCIETY . . . THE ZOO GETS WISE NOW THAT THE FAIR HAS FOLDED . . . MORE DEBUTS . . . AND THE SLUG PROBLEM.

By IRVING SHERMAN

NEW YORK (RC)—Well, folks, we made it! High society, we mean. Whom do you suppose we call pal now? Only Jimmie Roosevelt, Mills, Mangan, et al. It happened at the Waldorf, where we mistook the bell captain for the host and dated the maid thinking she was the heiress of the joint. But all kidding aside, that movie debut was the goods.

Irving Sherman

Back to earth again. Machines and more machines. Now it's the Bronx Zoo that sees the light. For years and years the zoo directors have had the wrong slant. If people insist on feeding the animals, why not use this merchandise and make it pay? It took Commissioner of Park Moses to realize that by using vending machines you draw the crowds at the same time you take a big expense off the zoo's hands. Stroke of genius, eh? It was due years ago.

Ship ahoy, mates! Sam (Commodore) Yollen, imperturbable treasurer of the Cigarette Merchandisers' Association, has been put out of commission by a broadside fired by a slippery street. Is Sam sore? You should have heard him as that nifty took his pulse. "For this," moaned Sam, "I at least should have two nurses, with a couple of Follies girls thrown in."

Having corralled two of the biggest operators in town, the Automatic Music Operators Association is going to celebrate this year "with the grandest ever." Advance reports convey news of some of the best talent available plus eats that will make Mama's cooking strum a second fiddle. But Ma should worry, she'll be there, too!

Which reminds us. Have they reached your number yet? Some of the local boys are eligible and the associations are trying to work out a plan that will take care of routes while Uncle Sam is being obliged. All operators who have this problem on their minds please consult with the managing director of your association.

George Seedman, who is batting for Rowe these days, is learning to hit the ball hard. George is not only taking on all comers in golf, but it looks like the forsenic talents of the CMA will stand closer scrutiny in the future. Reason: George is one lawyer who knows his ropes and boy, he can make you skip!

Hats off to Bob (Gentleman Bob) Hawthorne who, as president of the CMA, is achieving wonders for this organization at great personal sacrifice and a pile of tribulations. He has yet to get ruffled, which cannot be said for some of the members who, when they pay their dues,—well you get the idea.

Some spot, eh? . . . Now the World Fair has kissed the town good-by, folks are asking what's to become of all the machines. We can tell you one thing. New York's ops are asleep, or worse, if they don't see what's ahead of them. The demand for machines has been ploughed and in a very impressive manner and, if we were on the operating side, we would look around for choice locations for arcades or machine centers. It need not be in the heart of the city. There are plenty of places where vending machines and even games can make a good showing, and without too much ballyhoo, either.

Do you know that the Amalgamated Vending Machine Operators' Association, under the aegis of Lou Goldberg, has more than doubled its membership within two years? Do you know that operators are flocking to associations in ever increasing numbers and that if it weren't for the associations the average operator would have as much chance in this town as a pigeon in an eagle's nest? Put that in your pipe and smoke it.

That's some swell place Modern Vending has opened in Coin Machine Row. It looks like Rosen and Cohen are going to town for Seeburg as they did when they handled the Wurlitzer product. Both of these boys, plus Somers, are on the alert side. Half is the product; the remainder is the way it's merchandised.

Talking about debuts, don't tell us you weren't at Wurlitzer's new offices over at 525 West 43rd Street where the Manhattan Distributing Company, with David Margolin and Joseph Eisen officiating, blew the works? Spotted from the Wurlitzer offices were Jim Broyles, Carl Johnson, Bob Conner, Mike Hammergren, Bill Bolles, Lee

— TURN PAGE —

Here's the big, Strong Chicago

ACE ROUND Key

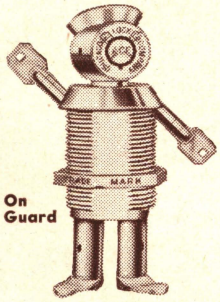
The ONLY Key that will Open the famous

Shown about twice actual size . . .

The ONE and Only Ace ROUND Key. Protected by U. S. PATENT NO. 1984202

Note Individually Notched Muzzle

Chicago "ACE" Lock



On Guard

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths, affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection. . . . REMEMBER—there's a CHICAGO Lock for EVERY purpose . . . and all insure—

"UTMOST Security — MINIMUM Cost"

CHICAGO LOCK CO. 2024 N. RACINE AVE. DEPT. 9-B CHICAGO

INTERNATIONAL FORWARDING COMPANY
— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —
Daily Consolidated Cars to
All points in California, Idaho, Nevada, Utah, Oregon and Washington
with
Specialized service on shipments of coin-operated games and phonographs.
SALT LAKE CITY · LOS ANGELES · PORTLAND · SEATTLE · SAN FRANCISCO · SPOKANE

Hayden, Walter Reed, Dave Lee and Joe Darwin. Radio and record stars included Abe Lyman, Frankie Masters, Marian Frances and others. Over 1,500 showed up. There were plenty of eats, prizes, and somebody almost walked off with our coat.

Slugs are proving troublesome again. The CMA handed out $50 recently as a reward for a location owner for catching a slug-pest at it. Moves of this nature, backed by finances, can do a lot to cure the slug evil. Following the apprehension of the pest in particular, all operators reported a considerable drop on the slug-take.

Phonovision is causing a lot of discussion among local ops. Talk turns on the competitive angle from the point of view of music and games. A good many ops don't think the music boxes have to fear the pictures. The fact that the movie companies are interested in Phonovision seems to indicate where competition may really be expected, it is held, rather than have the ops get into a lather about what might happen to some of their spots.

If you think you've heard everything, stop us on this one. Louis K. Boysen, who hails from Chicago-way but doesn't object to New York, has just received a patent for a "mouth freshener" for smokers. This is in the form of a cigarette-shaped sponge rubber toothbrush which is filled with dentrifice and is planned to come with each package of cigarettes. After smoking a pack for which the poor guy has walked a mile (or less) he "freshens" up for the next orgy by zipping off the cellophane cap of the "mouth freshener" and uses it like a conventional toothbrush. Are we roughing it!

Are you anticipating business? An op could do worse than follow some of the more successful boys. For example, Jackson Bloom of Cigarette Service, Inc., doesn't wait until spots have been solicited by every op in town. He searches out possible openings, tries to be a jump ahead of the crowd, and not only beats most of the boys to the draw but also sees his spot doesn't use him against the rest of the crowd.

William Pragnell, who has been handling best sellers for years, believes in treating location owners as partners. You may not want the man on the spot to know too much about your business, reasons Bill, but if you let him in on some of your troubles he is less likely to think your middle name is Midas. It's the air of secrecy, or trying to be a bigshot, which so many ops try to cultivate that, in the end, offers Pragnell, acts like a boomerang and the location owners think the sky is the limit.

Which brings us down to our closing thought for the day. Brothers, the only chiseler who ever made anything out of his life was Michelangelo and believe us, he had the town all to himself. So long. ◆

Fred McKee, factory representative for International Mutoscope Reel Company in the West, shows Bill Rabkin, president of the company, the spots of interest during Rabkin's recent sojourn in the southland.

Counter Game Enthusiasm Rebuilt

CHICAGO — Enthusiasm for counter games on the scale of former times has been restored after a long absence by the appearance of American Eagle, according to Al S. Douglis, head of The Daval Co., and to such an extent that many operators' theme song has become "God Bless American Eagle."

Attributing the counter game decline to the introduction of other products and the coming of many new men into the coin machine field, Douglis asserted that operators turned to American Eagle only because they felt it was as good as anything for a test. The tests, however, proved again the practicability of the counter game, with the result that operators, and jobbers and distributors as well, all over the country, literally had their eyes opened to the restored possibility maximum, sustained profits with this type of device. ◆

• •

She: "And I suppose she's the kind who always wants the last word."

He: "Yes, the last word in furniture, the last word in dress and the last word in automobiles!"

First Aid To Coin Machines
WITH THE
Guardian Electric Service Kit

The NEW contact service kit contains necessary parts for repairing practically all the latest games. Includes switches, leaves, points, insulators, etc.
—PLUS—
1.—Set of contact point adjusters
2.—72 assorted "hard-to-get" rivets
3.—25 extra large silver points
If you operate pin and pay tables you can't afford to be without this NEW KIT. RUSH YOUR ORDER TODAY! Enclose 1/3 Deposit —Balance C. O. D.

$6.50

FREE—NEW CATALOG!
Our NEW 68 Page CATALOG of PARTS AND SUPPLIES for ALL COIN MACHINES is now ready for mailing. WRITE FOR YOUR COPY TODAY on your letterhead or send your business card.

BLOCK MARBLE CO.
1527 FAIRMOUNT AVE.,
PHILADELPHIA, PA.

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!

Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at $2.50 daily.

HILTON HOTEL
AND AWE-INSPIRING SKY ROOM

Supplementary Uses for Pintables Has Paid This Southern Operator

By ROBERT LATIMER

The amusement machine operator who bewails the fact that his pintables are not pulling in enough nickels, are full of slugs and do not retain their popularity long enough to depreciate a fair share of their cost, can find inspiration in a carefully managed extra-revenue program, according to Phil Pickering, veteran amusement machine operator of Memphis, Tennessee. In coin machine operation in one way or another for more than twelve years, Pickering is one of the South's veterans in the business, and has had ample time to study the influences which go to make up profits or loss. For a time he was a distributor, and had the plaints of hundreds of operators poured on his shoulders; then he manufactured a machine of his own, and finally went into operation with a background of experience unusual in the complex amusement machine industry.

"Of course, the pintable has fallen to the point that it is no longer the gold mine the first examples were", Pickering pointed out, "But nevertheless, there is plenty of opportunity to merchandise pintable amusement in the same way other entertainment is 'sold'—with good promotional media which has the effect of creating the desire to play the machine more often. Then, it is even more important that the operator take into consideration the fact that his machines can be used for other revenue than merely that which comes from the location itself."

In making this latter statement, Pickering referred to one of the most unusual feature of this business—the rental of pintables of every kind out to private individuals for use as an additional entertainment at parties, bazaars, benefits, and dozens of other functions. Like many other operators, Pickering considered this potential source of profit for a long time before actually entering it, but unlike others, he put the entire proposition on a business-like basis which insured its success from the start. Pickering machines see service at an average of 50 weeks in the year since he developed his merchandising program, and the resultant income has been more than enough to well balance the trouble of delivering and servicing machines used for this purpose.

"You cannot reasonably hope to achieve any success in any bracket of the coin machine business without spending sufficient money to back up your hopes" the Memphis operator pointed out, "Just as operation of a route requires often the passing out of cigars and buying drinks as well as paying a location split, the building up of a rental business means advertising expense and other costs which a lot of perfectly businesslike operators will not consider." That is Point Number One in the schedule Pickering laid out for himself.

From a small showroom located at his office, Pickering handles the entire rental program, specifying certain hours of the week when he is in to be contacted by telephone or personally by prospects. Advertising carries this notice, so that no interference is made with his operation of his route (100 tables and games in Memphis and East Memphis, Arkansas). All encouragement is given the prospective customer to write him, thus leaving him free to handle the business in leisure time.

Advertising is made up of three mediums — newspapers, direct mail and telephone solicitation. The newspaper ad, appearing always on the home-maker's page of the community newspapers of the city, shows a cut of a familiar pintable, with the message "Novel Party Entertainment! Rent a pin game for your next party!" and carries the telephone number and address. Another shows a cut of a smiling young woman bent interestedly over the progress of the ball down a Bally Alley, chosen from among manufacturer cuts already available. These show a consistently high percentage of inquiries — due to the fact that Pickering has recognized the difficulty most hostesses experience in providing novel enough pleasure for their guests.

Direct mail is always effective—personal letters to the secretaries of lodges, men's clubs, social groups, organizations of all kinds, so long as they hold frequent smokers or dances either in pure amusement or to raise funds. Addressed personally, the letter points out the novelty of the idea, and suggests typical tables for every type of player. No figures on cost or any offers that the machine will make money are made—Pikering having found it better to allow the prospect to speculate in his own mind on this angle. Some renters are primarily profit-minded, and take the machine on the consideration that it will more than pay for itself. No promises are made, but Pickering explains carefully that it can be a source of much profit to the sponsor.

Culling daily through the pages of all newspapers, Pickering uncovers a huge number of functions coming up in which a pintable might conceivably be used, and contacts the sponsors by telephone the same day. This has resulted in a great deal of late-minute business.

The rentals charged vary of course, according to their use, although Pickering will not go below $6. If the machine is to be used for profit, it sometimes runs to $10 for an entire evening or day, with the renter receiving all income. Usually, the box lock is left off, so that the player need only push the inner switch to actuate the machine. Machines are left on the spot for 24 hours, delivered by a service man in a light truck and picked up one day later, whose duty it is to see that no chance of failure is there. All types of games, taken from the route and storeroom, are popular, with the sport type of baseball and football game most in demand. In one month Pickering has taken in over $125 from this source, and his revenue is always well worth the effort. ◆

Meeting Facilities Provided for CMI Show

CHICAGO—According to Richard Groetchen, president of Groetchen Tool Co. and chairman of the show committee, operator and distributor organizations will have ample opportunity for group get-togethers during the 1941 Coin Machine Show at the Sherman Hotel, January 13 to 16.

"Group meetings have always proved beneficial to the industry as a whole," Groetchen asserts, "and C.M.I. considers it not only a gesture of hospitality, but also a matter of good business to cooperate in the necessary arrangements for such meetings. Association executives desiring to use these facilities during the show are requested to write Jas. A. Gilmore, secretary-manager of Coin Machine Industries, Inc., at our Sherman Hotel headquarters. ◆

OPERATORS — DISTRIBUTORS —

Hundreds of you have been asking for THIS

"TWINS-WIN"

Now Answering You Royally . . . The Flashiest Cashiest Counter Game In America . . . Many Pay For Themselves First 24 Hours . . . Now — Start Reading!

Five place layout. Five slot, coin chute. Each slot takes pennies, nickels or dimes. Takes them 1-2-3-4 or 5 at a time. Takes them either straight or assorted. Takes from 1c to 50c at a time. From one to five players at a time. Keeps them interested. Keeps them coming. Holds year round popularity. The simplest of all games to play. Two out of four color dice to win in any field. Coins in sight until play completed. 100% slug proof. 100% cheat proof. Payout 2 for 1, 3 for 1, 5 for 1, 10 for 1, 20 for 1. Players choice of field. Net location 45.5%. Beautiful five color plate. Elegant walnut finish, glass top cabinet. Striking color-stripe metal trim. High grade cylinder lock. Ample coin room. Easy to service.

Start Your Orders—Now.

Size 13″ x 13″ x 4″. Ship wt. 14 lbs.
No. 1313 Twins-Win **$25.00**
10 or over each **24.00**

Cash with order—or 1/3 cash with order and balance C. O. D.

LIBERTY MFG. CO., Dept. R
COUNCIL BLUFFS, IOWA
Write for circular giving full details and color scheme.

PATENTS
AND TRADE MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

21,586
COIN-CONTROLLED PREPAYING MACHINE FOR MAIL
Wilhelm Friedrichs, Berlin-Reinickendorf-Ost, Germany
Original No. 2,101,615, dated December 7, 1937, Serial No. 754,137, November 21, 1934. Application for reissue March 30, 1938, Serial No. 199,032. In Germany April 23, 1930
14 Claims. (Cl. 194—19)

2,216,624

9. In a coin-controlled prepaying machine for mail, a printing member, driving mechanism for said printing member, coupling means for operatively connecting said driving mechanism and said printing member, coin actuated means for controlling said coupling means, coin retaining means for preventing actuation of said controlling means, and means controlled by an article inserted in the machine for rendering said coin retaining means inoperative.

COIN-CONTROLLED MAGAZINE SWITCH MECHANISM
Fred H. Osborne, Snyder, and Theodore M. Wright, North Tonawanda, N. Y., assignors to The Rudolph Wurlitzer Company, North Tonawanda, N. Y., a corporation of Ohio.
Application December 20, 1937, Serial No. 180,728
6 Claims. (Cl. 200—33)

1. A switch-controlling device, comprising a shaft adapted to be rotated in step by step fashion in one direction, relatively movable switch-governing elements mounted on said shaft, one of said elements being fixed on said shaft for movement therewith in a direction away from the companion element to close the switch, a ratchet wheel loosely mounted on said shaft in juxtaposition to said elements, the other of said elements being pivoted to said wheel for displacement to and from a switch-closing position and having a part disposed for engagement with and in the turning path of the companion element for governing such position, said elements when engaged maintaining the switch in open position and when disengaged effecting the closing of the switch, and means engageable with said ratchet wheel for turning it in a direction to bring its switch-governing element in a direction toward the companion element to open the switch.

2,216,811
COIN OPERATED VENDING MACHINE
George L. Duvall, Long Beach, Calif.
Application September 8, 1937, Serial No. 162,869
6 Claims. (Cl. 194—73)

1. A vending machine comprising a magazine for merchandise, a valve for receiving and measuring a quantity of merchandise from said magazine and for discharging said measured quantity of merchandise, coin-actuated means for moving said valve from its receiving and measuring position to its discharging position, means for automatically locking said valve when moved into its discharging position, means for automatically locking said valve closed when moved into its discharging position, coin-actuated means for automatically releasing said last locking means to allow said valve to open, while locked in its discharging position, to discharge a measured quantity of merchandise, and coin-actuated means for automatically releasing said means for locking said valve in its discharging position, when a measured quantity of merchandise is discharged by said open valve, and means for automatically returning said valve to its receiving and measuring position when said valve is unlocked from its discharging position.

2,218,317
BOTTLED GOODS VENDING MACHINE
Clyde M. Parker, Kansas City, Mo., assignor to The Selectivend Corporation, Kansas City, Mo., a corporation of Missouri.
Application July 5, 1938, Serial No. 217,398
14 Claims. (Cl. 312—36)

1. A vending machine of the character described including a cabinet having an article removing opening, a carrier having article receiving pockets, means rotatably supporting the carrier in the cabinet, an actuating lever reciprocably supported in the cabinet, a pawl on the lever having ratchet engagement with the carrier, for intermittently rotating the carrier, a closure for said opening, a latching lever movably supported in the cabinet to engage with said actuating lever, and a rock lever engageable with the latching lever and having a portion engageable with the closure to effect locking of the actuating lever upon opening of the closure.

2,218,103
SELF-SERVICE LIQUID DISPENSING DEVICE
Shannon E. Pruitt, Los Angeles, Calif., assignor of one-half to Edward Byrd Pierce, Los Angeles, Calif.
Application June 9, 1936, Serial No. 84,342
2 Claims. (Cl. 194—6)

1. In a coin controlled timing circuit-maker, the combination with a sliding contact member, a coin chute having means for retaining a coin in wiping contact with the sliding member, and rotary means for reciprocating said member and a coin return chute, of a transversly arranged manually operated ejector bar, an ejector head carried by the bar for displacement of a coin on the sliding member, and said sliding member having a lateral stop wall to prevent displacement of the coin after initial starting movement of the sliding member.

2,218,015
BOTTLE WIPING DEVICE FOR BOTTLE VENDING MACHINES
Max Hermann Voigtritter, Chicago, Ill., assignor to Mills Novelty Company, Chicago, Ill., a corporation of Illinois.
Application Oct. 21, 1937, Serial No. 170,231
4 Claims. (Cl. 15—210)

3. A bottle wiping device comprising a rigid spider in the form of an annular ring, and a plurality of rubber bands stretched upon said spider in uniform chord relationship thereto, the central regions of said bands, where they cross each other, forming a circular, distensible opening to receive a bottle.

2,217,962
DISPENSING MACHINE
Lloyd L. McNair, Dallas, Tex.
Application Jan. 16, 1939, Serial No. 251,217
4 Claims. (Cl. 312—36)

1. In a vending machine, a housing, a rotary dispensing element in said housing comprising a multiplicity of radially disposed compartments adapted to contain a plurality of packages and defined by partitions for supporting a predetermined number of said packages and bent intermediate their ends to separate a single one of said packages from the others supported thereby when said dispensing element assumes a predetermined position, means operated at said predetermined position of said element to release said separated package from its compartment, means for receiving said package and means for closing said releasing means upon further movement of said dispensing element.

2,218,657
VENDING MACHINE
Myron H. Richardson and Floyd C. Black, Chicago, and Albert E. Gebert, Wilmette, Ill., assignors to Advance Machine Company, Chicago, Ill., a corporation of Illinois.
Application April 26, 1939, Serial No. 270,092
9 Claims. (Cl. 312—63)

1. In a vending machine two relatively movable holders for different supplies of articles to be vended, means connecting the holders together in a manner that when one is moved in one direction the other will be moved in the opposite direction, means tending normally to impart such relative movement, locking means for restraining the holders against such relative movement and for maintaining one of the holders in position that articles may be ejected therefrom, an ejector for the articles, said ejector being common to the said holders, an actuator for the ejector, and releasing means operating upon the exhausting of the articles from one of the containers, to render the said locking means ineffective, thereby adapting the holders to be relatively shifted to move the empty holder out of the way with respect to the ejector, and a full holder into position with respect to the ejector to have the articles ejected from the latter upon operating of the said ejector. ◆

BALTIMORE
STANDARD FORMS FOR
DRINK MACHINES

D—Bally Beverage Vendor
W—Other Beverage Machines
O—Maintenance Report

Also OTHER COLLECTION AND SPECIALLY PRINTED BOOKS

K—For Pin Games
R—For Phonographs
B—For Skee Ball Games
V—For Vending Machines
F—For Diggers
S—For Salesboards
C—For Record Requests
T—For Cigarette Machines
A—For Slot Machines

HAVE BECOME A NECESSITY TO OVER 5,000 SATISFIED USERS

Write for Sample or Information. Let CHARLIE FLEISCHMANN Help You . . .

BALTIMORE SALESBOOK CO.
120 WEST 42nd ST.
NEW YORK CITY

Clark, Greene Prove Efficiency at Atlas

CHICAGO—Usually it's the president, the salesmanager or salesman, and the cashier, that the customer knows. At Atlas Novelty Co. there are two men that operator-customers are getting to know very well because of their efficiency and their handling of purchases.

The first of these is George Clark, head of the traffic department, and Clark proves his efficiency in this job by having the right answer invariably on the tip of his tongue. It may pertain to a shipment to South Africa, or freight charges to Mexico, or whether a shipment left the day-before-yesterday, or how many pieces of a certain type of equipment remain in stock. And Clark has the answers.

"Clark somehow manages to keep pace with our large amount of shipping with the assistance of five good men," declare Morrie and Eddie Ginsburg, heads of the firm. "He has been with Atlas Novelty Co. since its foundation and has initiated many new methods, the most valuable being a high-speed routing method that keeps machines rolling. Even visitors to Atlas comment on his fast efficiency and that of his men, especially at the end of the day when four or five trucks are lined up to take loads to distant points in all directions from Chicago."

Another outstanding man with this firm is Joe Greene, in charge of Atlas' streamlined refinishing department. One of the most efficient general maintenance men in the service profession, Greene is an expert cabinet maker, painter, paint mixer and electrician, all in one. He has been with the firm for more than four years and is now aided by five assistants whose speed and accuracy in refinishing makes them invaluable to Atlas.

Familiar with all the latest styles of spraying equipment which the refinishing shop uses, and able to match original colors and marbleglo phonograph cabinets, Greene is also one of the strongest men in the plant, able to handle 250-pound games alone, and easily. ◆

You Can INCREASE Each LOCATION'S CIGARETTE SALES

Says Mack H. Postel

You CAN INCREASE the sale of cigarettes in each location in which you have machines. Nothing has ever been said on this subject; no relief or solution was ever suggested; like the weather, no one ever did anything about this possibility.

But this writer has made it a point to study the cigarette machine operators' problems in obtaining locations, keeping their good will, fortifying them against other operator competition, training service men and, in general, rendering the operator a service he has been unable to obtain heretofore — and a major part of the study was increasing sales on present locations with existing equipment.

The manufacturer's salesman has been concerned chiefly with getting the operator's order; from there on it has been "every man for himself." The nearest approach to help in building unit sales was the salesman's advice to the operator to turn in all his equipment on the latest, brand new models, and the only benefit from following this advice went to the salesman and the factory he represented. That advice is as sound and helpful to the operator as is stopping a clock to save time. It's as useless as the muscles on a brass monkey.

Brand new cigarette machines DO NOT sell more cigarettes than old ones. Machines made of solid gold, with clocks, radios and Christmas-tree lighting will not make a non-smoker buy cigarettes, nor induce him to buy a pack if he does smoke but has a plentiful supply on hand. When he wants cigarettes the smoker is not interested in what the machine does, but only in getting the brand he prefers. Nothing riles most smokers more than being forced to substitute another brand, because the machine on the premises has a very limited number of brands in it, and statistics show that a tremendous number of smokers definitely will not take another brand.

That smoker has a right to the brand he wants, and the owner of the location will soon learn in no uncertain terms what is wanted. It's the location's trade that pays the rent, not the operator whose machine is on the premises, and the operator with a limited-brand machine—even though it may be brand new — may soon find his equipment turned to the wall, replaced by one that provides an extensive variety. Why should a location owner disappoint his trade by not having the brands demanded, when he can get from a progressive operator a machine that is virtually a miniature cigar stand? This results in satisfying every location, increases the volume in every location, and affords larger profits to location and operator alike.

What chance has a small cigarette machine to displace one that carries about every brand that's called-for? No more than a snowball has in hell. What chance has a miniature cigar stand of replacing the machine with the limited number of brands? Everything else being equal, about 99%. There can be no greater insurance against losing a location and no possible way of making more money for both location and operator than the use of a machine which sells about all the brands on the market, squeezing out every possible sale, and every possible dollar of profit.

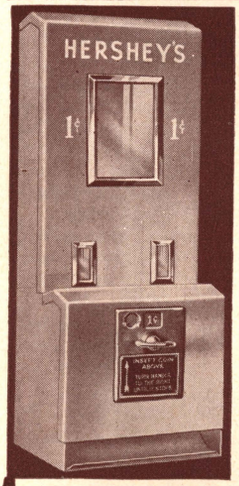
It has been the policy of the average hit-and-miss operator of arguing with the location about keeping the top-selling brands in the machine. Outside of six brands, he asserted, there was little or no call. And when the location wanted some lower-priced brands, the operator argued that there was no money in them. Both excuses are ridiculous and untrue. Actual fact is that his equipment is small and unable to accomodate more brands than those offered. His nine-column machine would permit six brands, with a doubling-up on the three fastest sellers so there would be less servicing. He couldn't put lower-priced brands in the machine because he had no more room.

If the location said nothing, the operator patted himself on the back. He had talked him out of that, all right! But when the location which said nothing finds a com-

— OVER —

MARCOR 1¢ VENDER

ACCLAIMED "THE WORLD'S FINEST"



• It's GORGEOUS! Impressive! Compact! Sturdy! SLUG-PROOF! NEW, simple mechanism—nothing to go out of order! Big 100 Bar Capacity! Use 1c Hershey or 1c Peanut Crunch or 1c Almond Chew or any other 1c Bars. Can be had with or without name Hershey. GREATEST 1c VENDER IN HISTORY! FULLY GUARANTEED!! SPECIAL DEAL TO DISTRIBUTORS!!

12 MONTHS TO PAY!

Sample	$12.75
Lots of 25	11.75
Lots of 50	10.75
Lots of 100	9.75

WRITE QUICK! GET STARTED WITH THE MARCOR VENDER TODAY!

MARSHALL CORNINE, JR.
227 E. 144 ST., NEW YORK

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the MACHINE OF TODAY!!!

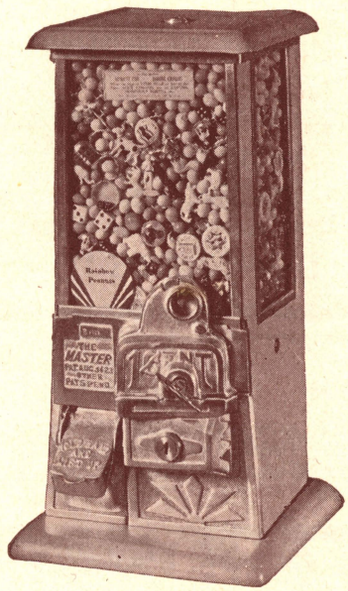
For further details and prices ask

M. BRODIE CO.
2180 Pacific Ave. Long Beach, Calif.

VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

The NORRIS MFG. CO.
553 Wager St., Columbus, O.



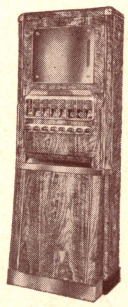
Master Novelty
PENNY PLAY

CIGARETTE and CANDY MERCHANDISING MACHINES

Uneeda Pak
Western Sales, Inc.

MAX KRAUT
Sales Manager

"MAKERS OF BETTER MACHINES FOR LESS MONEY SINCE 1927"



1405 W. Washington PRospect 3972 Los Angeles, Calif.

petitor who can supply equipment holding all brands, and the first operator finds himself out on the street with his machine, there's not much to be said, and even less back-patting.

You, Mr. Operator—check, as the writer has done, the profits on a package of cigarettes; in most states the profit on cheaper brands is as great, if not greater, than the higher-priced brands. Check the difference in extra volume in cigarette sales resulting in locations that have equipment able to vend any brand the public seeks. Then get the largest equipment made: that's the one way to increase each location's sales, and the one way to avoid arguing yourself back into a location lost because there were "too few brands."

You may think such larger equipment is prohibitive in cost. An investigation of prices will prove this theory false.

What is written here is, on the other hand, fact that has been tried and proven over the past three years, not in a glass-enclosed executive's office but in the field, working, eating, literally sleeping, with operators, for it is the writer's job to create, build, and help the operator make a maximum of profit out of every location so that he becomes a better credit risk and pays his notes when they are due. Think this over, Mr. Operator! ◆

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show Ever Staged in the West
DON'T MISS IT!

Penny Cigarette Vendor Ready

ST. LOUIS—Developed by B. L. Fry, inventor and manufacturer of the first cigarette vendor in the United States, the National, which was introduced nearly a year before the Rowe machine made its appearance, the Ideal Penny Cigarette Vendor has been made available to operators for attachment to full-sized machines for use on a wall or stand.

Fry's American Products Co., Inc., manufactures the machine which projects only 2½-inches and holds 45 cigarettes in each of four columns for a total of 180 cigarettes. It is said that there is only one working part in the mechanism, so that there is nothing to get out of order. Magazines, coin box and entire cabinet are made of sheet steel, and the latter is finished in white baked enamel with black and chromium plated trimmings and a 6-by-8 inch mirror. A cylinder lock on top insures security. Measuring 13½ inches wide, 17½ inches high and 2½ inches deep at the base, the machine weighs 12 pounds.

This firm also produces Ideal Cigarettes, "developed to meet the people's constant demand for a pure, mild tobacco cigarette, free from both punk and bunk." These are put up in special cartons holding 40 cigarettes each. The Christian Pieper Tobacco Co. of St. Louis, long established manufacturers of cigarettes and smoking tobaccos, is also packing in this way for vending through the Ideal Penny Cigarette Vendor its recently-introduced Golden State cigarettes, said to be the finest high-grade cigarette offered the public in a long time. ◆

Double Production On Marcor Vendors

NEW YORK—Reporting a greatly increased demand for the Marcor Vendor for Hershey chocolate and other one-cent candy bars, Marshall Cornine, Jr., head of the manufacturing firm which bears his name, has announced the doubling of the machine's production line.

Cornine reports that a recent checkup shows the equipment is giving "more than satisfactory service" and is standing up well on location, and indicates that reorders are coming in from even those operators who started out with sizable quantities of machines.

Installation of these units in bars seems to have proved especially effective in view of the fact that many patrons—women in particular—will eat a small bar of chocolate where they would refuse a large one. ◆

+ **IMPORTANT NOTICE TO ALL EMPLOYERS** +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of $300.00. INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St. MIchigan 0961 Los Angeles, Calif.

Vending Machine Tax Held Invalid

PITTSBURGH—Recent court decision here has made invalid the 1935 Pittsburgh city ordinance which levied a tax of $1 per year on merchandise vending and amusement machines, giving four reasons for its not applying to the business of the defendant:

First, the business sought to be regulated under the delegated police power of the City of Pittsburgh. No Pennsylvania authorities have been submitted by the prosecution which permit the regulation of such a business under the police power. In order for a business to be subject to such regulation it must be a business not like the present business, but one affected by a public interest.

Second, assuming that the business of vending general merchandise such as candy, nuts and gum is a business and subject to regulation under the police power, the present ordinance is unconstitutional in that it discriminates arbitrarily and unreasonably between methods of doing business.

Third, assuming that this business is subject to regulation, the present ordinance is unconstitutional in that it is confiscatory and deprives the defendant of his property without due process of law.

Fourth, there is no authority under the Charter Act of the City of Pittsburgh for exacting a license tax or fee from a business of the present type.

Comment by C. S. Darling of the National Automatic Merchandising Association, Chicago, points out that a tax of $1 a year on such machines as penny gum and nut machines and scales, nickel candy vendors and others, makes it practically impossible to operate successfully in those fields because the number of locations in any community or reasonable operating territory which have earnings to justify such a tax is very limited.

Darling indicated that levy of a $1 tax in a city where no tax previously existed usually resulted in operators finding that 50% or more of their locations showed no profit, making it impossible to continue successfully in the operating business.

"The absurdity of a $1-per-machine tax is apparent when considering that a 'one-man operation' of machines of this type is normally considered to be from 300 to 500 machines, and that the tax would be $300 to $500, while the retailer of candy, gum and nuts in the same community would be taxed, at most $10 to $15 per year," Darling declared.

It is reported that the tax here was not strictly enforced, but because of the existence of the ordinance reputable operators made no attempt to build up a business in Pittsburgh. With its invalidation it is expected that a substantial expansion in the penny and nickel merchandise field will begin, resulting in better service to the public through the use of the machines.

Operators in areas where restrictive or prohibitive machine taxes now exist are invited by Darling to write to the National Automatic Merchandising Association, 120 South LaSalle Street, Chicago, for a copy of the opinion in the Pittsburgh case, and for suggestions on their local situations. Where help is desired it is important to indicate the number and type of machines operated, and to send full information on the local situation, including a copy of any local taxing ordinances or regulations, or any proposed ordinance to tax machines, and any other facts which will be helpful in clarifying the situation. ◆

Name Changed

LOS ANGELES — After having been sole owner of the firm of Mohr Bros. for more than two years, Mac Mohr has announced that the organization's name has been changed to The Mac Mohr Co., as of November 1, in keeping with the fact that many operators, distributors and manufacturers throughout the country know him personally. Mohr is distributor here for The Daval Co., and for J. H. Keeney and Co.'s wall box system. ◆

• •

Some men lead ghastly lives. Two gentlemen met in a suburban train this week.

"Well, how's everything around your place?" asked one.

"Oh, so-so."

"Anything new?"

"Not much. My son's gone to Oregon on a trip and my wife has a wimple, if that's news."

"A wimple?" His voice expressed incredulity.

"Yeah—you know." He made a motion toward his head. The other nodded—sympathetically.

"That's too bad," he said. "Those operations are dangerous. My uncle had a wen —near killed him . . ." ◆

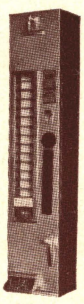
Attention . . . . VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
5/8" Ball Gum **PEANUT-SHAPED CHEWING GUM**
3/4" Ball Gum *Will vend in any peanut vending machine also premium ball gum*
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Before You Buy
SEE
SILVER KING
THE INDUSTRY'S STYLE LEADER

SILVER KING VENDORS are beautifully finished in Hammerloid, Enamel, or Chromium, are Priced Right, and are built to give you years of trouble free operation.
SEE YOUR JOBBER, OR WRITE
AUTOMATIC GAMES
2422 Fullerton Ave., Chicago, Ill.

A-1 GUARANTEED RECONDITIONED MACHINES
While They Last!

35 DuGrenier Pump Handle Cigarette Machines, Wall Model, operate on 15c only. Capacity 41 packs ..... **$7.50** ea.
Metal Stands ..... **$2.00** ea.



42 Advance 2 column—Brand New—Operate 15c or 20c ..... **$9.50** ea.
Metal Stands ..... **$2.00** ea.

50 National 626, 6 columns with enclosed stand — slug proof; free book match and 1c box match; operate 15c or 20c ..... **$16.50** ea.

25 Robbins 5c Peanut or 5c Hershey Bar Machines, Brand New ..... **$6.50** ea.

MONEY ORDER IN FULL
Reconditioned Machines of Every Description. Send for List!
X. L. COIN MACHINE CO., INC.
1351 WASHINGTON STREET BOSTON, MASS.

N. J. Amusement Board Expands Activities

NEWARK, N. J.—Endeavoring to extend its sphere of influence for further stabilization of the coin machine industry's games division in this state, the Amusement Board of Trade of New Jersey, Inc., has organized three affiliate or chapter groups. First of these takes in Monmouth and Ocean Counties, where the famous beach and country resorts of Asbury Park and Lakewood are located. The second is the Middlesex County Amusement Board of Trade. The third, taking in the operators in the Trenton area, is the Mercer County Amusement Board of Trade.

Full credit has been given LeRoy Stein, executive secretary of the "parent organization," for the part he played in the organization. Previous efforts of operators to organize had not been successful.

The first of the new chapters claims a membership of 90% of the operators in the area, thanks to the work of Louis Millman, manager, who is employed on a full-time basis. Functioning along the same lines as the sponsoring body, this chapter has engaged a suite of rooms as headquarters, and Sidney J. Meistrich, a local attorney, represents them as counsel.

Known as the Mid-State Amusement Board of Trade, Inc., this group began with but three members and now, after a short period of operation, boasts of twenty or more on the roll.

Because of peculiar local conditions the need for a separate group was seen in the Middlesex County area, and all members of this chapter were formerly regular members of the Amusement Board of Trade of New Jersey, Inc. While there is no paid manager, nor does this organization have any fixed headquarters, business is conducted through Leonard Ziegler, one of the operator-members.

With work still to be done in completion of the program of the third chapter, it is expected that the Mercer County organization will be running smoothly by the first of the year.

All affiliate or chapter members are accorded full privileges of regular membership in the parent association, including right of attendance at meetings and receipt of any and all services rendered. By the same token, officers of these groups attend the meetings of the Board of Governors of the parent body. In turn, Executive Secretary Stein visits them regularly for conference on matters concerning general association welfare.

In keeping in touch with operating conditions throughout the state, and offering any necessary assistance, the Board of Governors reports membership has trebled, thus making the public relations program far more effective than heretofore. This program, begun with the appointment of Mr. Stein as executive secretary, includes:

Regular mailing of "Profit Hints," a monthly newspaper published by the Association, to every location serviced by members; mailing of post cards, illustrating and describing new games, to each location; adoption of resolutions similar to those proposed by the Associated Operators of Los Angeles County; advocacy of prevention of minors from playing games, and banning of one-cent games; cooperation of the Association with the Community Chest, the Red Cross, and similar organizations, announced by tags affixed to each machine; support of the work of the Home for Cardiac Children, and creation of a special fund for a Kiddy Kamp for underprivileged children; offering to each merchant or location a Merchant Membership.

Cooperation in formation of an inter-state conference has been given by this Association, and the formative meeting, at the office of the Amalgamated Vending Machine Operators' Association of New York City, October 23, was attended by representatives of these two groups and the Brooklyn Association, and LeRoy Stein was delegated to seek cooperation of the Philadelphia Association in completing the inter-state conference whose next meeting is scheduled for late in November.

Regretting that it is unable to send a representative to the Western States Coin Machine Convention in Los Angeles, the Amusement Board of Trade of New Jersey, Inc., and affiliate chapter members, send their "Good luck" greetings and wishes for a successful and profitable exhibition. ◆

Sol Gottlieb Tours Southern States

CHICAGO — "Swinging through the South, Sol Gottlieb, factory representative of D. Gottlieb and Company, is experiencing a wonderful reception everywhere," say Gottlieb officials.

"We think that ops and distributors are greeting Sol so enthusiastically not only because this is the first time he's toured this territory but because he's bringing them the latest and best news they've heard in years—Gottlieb's Gold Star. Judging by orders, he's got what the ops want!

"While he was in Texas, Sol took the opportunity to stop in and see his folks at Dallas. Needless to say, his welcome there made the trip doubly profitable for him. So far, he has made Memphis, Nashville, Dallas, San Antonio, Houston, New Orleans and Atlanta. ◆

HERE IT IS!

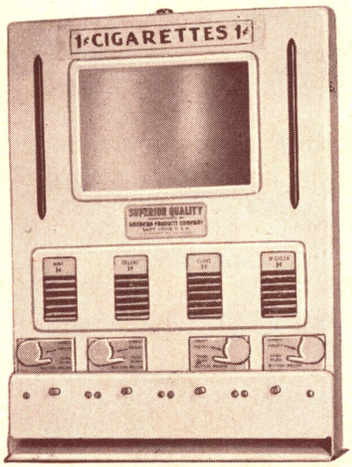
IDEAL PENNY CIGARETTE VENDOR

HOLDS 180 CIGARETTES

A BIG MONEY-MAKER 40% PROFIT

Only Vendor of Its Kind Made

Approved by U. S. Internal Revenue Dept.



A BEAUTIFUL WALL TYPE VENDOR ONLY 2½ INCHES DEEP AT BASE

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay — start a paying business of your own.

Manufactured by

AMERICAN PRODUCTS COMPANY, Inc.

720 N. Taylor Ave., St. Louis, Mo.

Snapped as they arrived in Hollywood are executives of Mills Novelty Company in the film capitol for the Premiere of Panoram. Front row from extreme left to right: James T. Mangan, director advertising and merchandising; Vince Shay, coin sales manager; Dennis Donohue, assistant to the president; Gwen Desplenter, publicity department; J. P. Ryan, manager Mills southwestern division, W. Rothenberger, RCA, manager of industrial division, Camden; E. R. Green, Mills Wisconsin distributor; Fred Lemkuhl, Mills St. Louis distributor. On steps from left to right: Art Colley, eastern division manager of Mills Novelty; Les Martin, Mills Chicago distributor; W. W. Rosebro, Mills general sales division; Bill Frey, Mills Florida distributor; and Fred L. Mills, president of Mills Novelty Co.

SYMBOL OF SUPREMACY IN ITS FIELD...

Du Grenier

ADAMS GUM VENDOR

TRIED AND PROVEN *THE WORLD'S FINEST INCOME INSURANCE... WEEK AFTER WEEK THROUGH THE YEARS!*

Hundreds of heads-up operators from Maine to California are relying completely on the Du Grenier ADAMS GUM VENDOR for permanent profits. Acclaimed by the overwhelming majority as "America's Finest Selective Gum Vendor"! It's the same type machine now making more money in Subways and on "El" platforms in New York, Chicago, Philadelphia, Boston and many other cities. PAYS FOR ITSELF *FAST!* PROVEN—the ONE fully selective gum vendor that meets EVERY OPERATING REQUIREMENT! Get set for life with a string of Du Grenier ADAMS GUM VENDORS. EASY TO LOCATE! EASIER TO BUY!! EASIEST TO OPERATE!!! More pennies are being minted than ever before—ACT QUICK and get a bigger share for YOURSELF! WRITE . . . WIRE . . . PHONE *today!*

MONEL MODEL ONLY

$11.50

24 MONTHS TO PAY

Nationally Famous

ADAMS
CHEWING GUM

G.V. CORP., *33 WEST 46TH ST.*, NEW YORK

W.V.M.O.A. Reports Activities

LOS ANGELES—The need for key men in the service of Uncle Sam has already been felt in the ranks of the Western Vending Machine Operators Association as J. C. Smuck, the secretary, has been called back into service. M. I. Slater has replaced him in the secretarial office. Members in general express a hope that the former secretary can return soon to report something on how well the nation's preparedness program is going.

Operators who have had machines in the city of Monterey Park are affected by an ordinance which has established a license of $5 per quarter for each coin operated machine. The association secretary has met twice with the city clerk, accompanied in each instance by two members, and there has been assurance that a change will be made in the ordinance with regard to merchandise vending machines, making their operation possible once more.

The men who made the latest call, November 6, have no equipment in the territory affected, but simply went to acquaint authorities with the problems of the vending machine operator so that he would not be legislated or licensed out of business completely.

This is simply another indication of the sort of service rendered to operators at large by the association, and of its interest in trying to improve the conditions facing the merchandise operator today. The support of those operators not affiliated with the association is needed, however; it's a common cause and needs a united effort.

Meetings of the organization are held on the last Tuesday of each month at 6:30 p.m., in the Gates Hotel, Sixth and Figueroa Streets. Frequently there is information of interest to operators in small towns concerning the illegality of the manner in which some communities have been legislating against, taxing, and licensing vending equipment. This data may be had AT THE MEETINGS.

The Association salutes the Coin Machine Review and its efforts toward making the coming Western States Coin Machine Convention a success. We all know that this industry will enjoy it and get a great deal of good from it. ◆

Scale Inventor Dies in Canada

MONTREAL (RC) — Funeral services were held here October 9 for Louis Lefebvre, who claimed he invented the one-cent weighing machine over 50 years ago. Lefebvre, who was 84, died October 7, after a brief illness. Born and eduacted here, the pioneer coinman had been sole owner of the Fyfe Scale Co., Ltd., of Canada, before becoming inspector with the Canadian Fairbanks-Morse Co., Ltd., where he remained 35 years.

Other connections had been with the Singer Sewing Machine Co. at Rouses Point, N. Y., where he was mechanic and inspector, the old Berliner Gramophone Co., here, and Alphonse Raymond, Limited. Six sons and two daughters survive Mr. Lefebvre. ◆

• •

Cannibal King: "What am I having for lunch?"

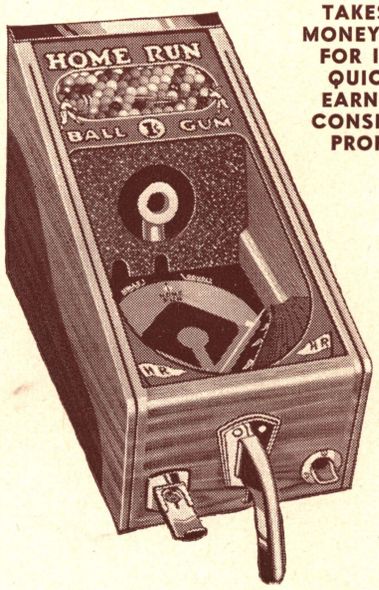
Cook: "Two old maids."

Cannibal King: "Ugh! Leftovers again."

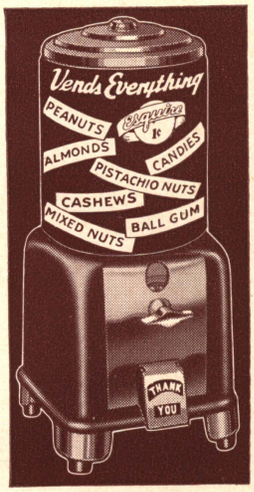
VICTOR PRODUCTS

SPEAK FOR THEMSELVES

HOME RUN

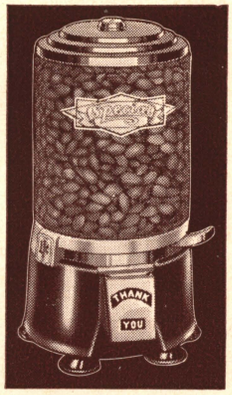


TAKES BIG MONEY! PAYS FOR ITSELF QUICKLY! EARNS BIG CONSISTENT PROFITS!



TOPPER
is Tops in Modern Design

SPECIAL DE LUXE
The Aristocrat of Vendors



Contact your nearest distributor

Reliable Vending Machine Co.
1827 S. Hope St. Los Angeles, Calif.

Dick Tyrrell Company
3218 Grove St. Oakland, Calif.

Vending Machine Headquarters
489 Hayes St. San Francisco, Calif.

Viking Specialty Company
530 Golden Gate Ave. San Francisco, Calif.

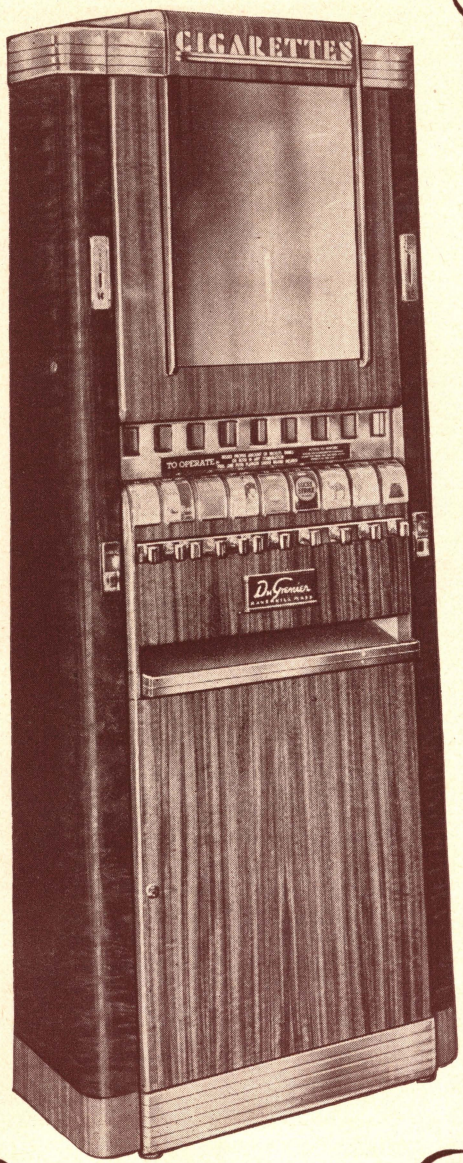
DuGrenier Opens On New York "Coin Row"

NEW YORK CITY—Permitting many service features not possible at their former offices in the International Bldg., Rockefeller Center, Arthur H. DuGrenier, Inc., whose main headquarters are in Haverhill, Mass., has opened new local offices at 615 Tenth Avenue, in the heart of the city's "Coin Machine Row."

A complete line of the DuGrenier machines will be maintained here for immediate pick-up, and a huge stock of parts and supplies will be carried in conjuction with the new showrooms, offices and warehouse, officials state. A larger, free parking space right behind the offices—with its entrance on 44th Street—is another service to coinmen.

Officials of the firm declare that "We believe that these new offices, showroom and stock departments located right in the heart of New York's coin machine row will prove of great advantage to every one of our many operators. There will also be a display of our complete line of Champion cigarette machines, as well as our new candy machine. We will have an efficient force in charge of these offices, who will be able to meet every need of the trade. Operators here can examine the mechanism and see the various parts that are necessary. They can also arrange for sales from this office, as well as for tests in their own territories. We want all the merchandise machine operators throughout the country to become better acquainted with our New York showrooms."

As part of the program of getting acquainted, plans are being made for a gala party to be held here in celebration of the new quarters. ◆



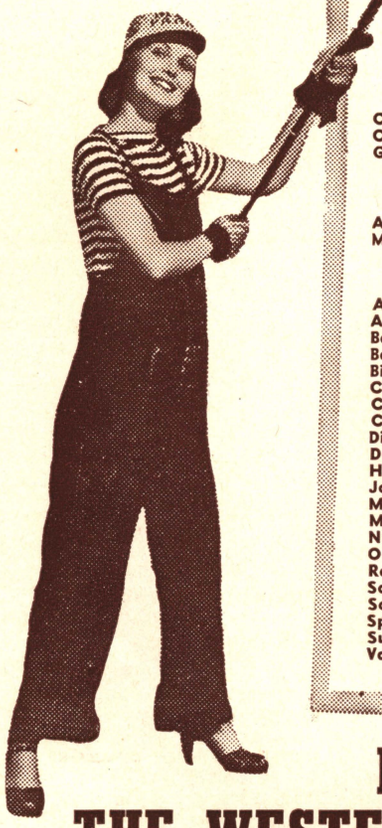
AMERICA'S FINEST CIGARETTE MERCHANDISER

AT BOOTHS 13 AND 14, Western Coin Machine Show . . . be sure to see the DU GRENIER CHAMPION! A show in itself with its stunning beauty of design — the BEST IN THE WEST (and the North, South and East!) for matchless mechanism and PROVEN PROFITS! America's leading operators rely on the CHAMPION for bigger, steadier earnings. Follow the leaders — GO PLACES WITH THE DU GRENIER CHAMPION!

SEE THE
NEW
Du GRENIER
5¢
CANDY BAR MACHINE
●
COSTS LESS . . .
SELLS MORE!

ARTHUR H. DuGRENIER, INCORPORATED

15 HALE STREET — HAVERHILL, MASS.
LOS ANGELES OFFICE: 2700 SOUTH HILL STREET



BIG NEWS

IN

NEW GAMES

Chicago Coin ALL AMERICAN	$99.50
Chicago Coin FOX HUNT	99.50
Genco METRO	99.50

NEW COUNTER GAMES

American Eagle	$34.95
Marvel	34.95

USED GAMES

Airport	$19.50
Avalon	22.50
Bally Beauty	35.00
Bang	19.50
Big Town	45.00
Cadillac	47.50
Chubbie	10.00
Commodore	32.50
Dixie	69.50
Dude Ranch	69.50
Home Run	49.50
Jolly	49.50
Majors	20.00
Mr. Chips	29.50
Nippy	29.50
O-Boy	42.50
Red Hot	47.50
Scoop	27.50
Score Champ	49.50
Sports	24.50
Super Six	42.50
Vacation	59.50

MEET US AT THE WESTERN STATES COIN MACHINE CONVENTION

We will be on hand all three days of the Convention to meet our many friends and customers.

LONG BEACH COIN MACHINE CO.

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Phone: 722-64

Sparks Champion Offers Play Variety

CHICAGO—Sparks Champion, new token payout gum vender with automatic goldaward jackpot, is claimed by Groetchen Tool Co. executives to be the "greatest location getter of all time. Said to be luxurious in appearance, with streamlined cabinet finished in two-tone Hammerloid, contrasted with rich chromium, the entire mechanism slides out on rails for loading of token tubes and of goldaward chute.

Sparks Champion is available in penny or nickel play, with a variety of symbols offered. In the former classification, sports symbols provide one winner in 39 plays and award either free play or cigarette tokens, while cigarette symbols, likewise giving one winner in 39, award tokens alone. On nickel play, paying out one token for every nine nickels played, using either cigarette or free play tokens, there are available cigarette, beer and horse symbols, and number reels.

Schaef Vacationing

CHICAGO—Leaving here for an extended vacation trip, Harold M. Schaef, head of Victor Vending Corp., has headed for the Smoky Mountain region which he will tour extensively. Before departing, Schaef reported that Victor vending machines have made a special record during the present year, and indicated that the firm would enter 1941 with new and important plans. ◆

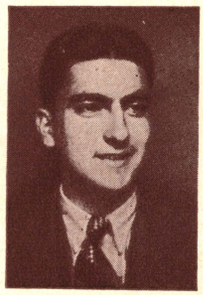
PACIFIC Northwest

COOPERATION WILL BRING A GOLDEN HARVEST . . . THE TRAVELING SALESMAN . . . LARYNGITIS . . . AND ALL ABOUT PEOPLE AND THINGS.

By LOUIS KARNOFSKY

SEATTLE (RC)—Mr. "X" has passed from the local picture, but his deeds live on. Few know it, but the malevolent sleight-of-hand artistry of the ex-spellbinder who headed the local association could be read between the lines of the new city ordinance, particularly the section raising operator license fees on pin tables.

Briefly, here's how the 1940 rates compare with those going into effect January 1, 1940: $15.00 per machine on location, no fee for jobbers, no fee for location owners. 1941: $25.00 per machine on location, operator to pay, $250.00 annually for jobbers, $7.50 annually per machine on location for each of the first three; $5.00 per machine for any additional. (Location owner to pay.) To foist all the blame for the added load the pin table industry will have to shoulder on Mr. "X" would be sheer short-sightedness. By the same token, to withhold the inside facts would do a gross injustice to many operators who are perplexedly wondering, "How come our fee was almost doubled?"



Louis Karnofsky

Mr. "X" was riding in the local association's top seat during the last councilmanic elections. He approached the campaign chief of a councilman up for reelection and in behalf of the association, informed the campaign man that he would donate $200.00. The campaign manager said, "Okay, I'll see you here on such-and-such-a-day to collect it." Whereupon, the $200 thus promised was expended for radio talks and the like. The fact that Mr. "X" consulted none of the association's members or officers before making the promise, did not seem to bother him one whit. At any rate, he failed to pay on the day designated. The campaign manager was furious. "This city has the lowest license fee in the state," he roared. "And this is how the coinmen show their gratitude—this is how they live up to their word. All right, I'll tell you what's going to happen: if that money isn't here in three days, those birds are going to pay double the license fee next year; the man whom I'm campaigning to elect will help put it through."

Word of this ultimatum leaked out to Chet King, the erstwhile rubber-stamp president of the association. King hurriedly consulted other members. They debated and argued, and two weeks later raised the money and paid. But by this time the campaign chief had already sealed his opinion of local operators. It wasn't long before the city council proposed the levy be raised from $15 to $30 per game.

Operators were beating their chests in fury. Mr. "X," about this time "resigned." Operators were in a quandary as to how to combat this new body blow. During the past two legislative sessions, when bills un-

favorable to the industry had been brewing, the pin boys found themselves in much the same dilemma. At that time, they had hired Emmett G. Lenihan, a brilliant attorney with a fine record, to represent their interests in the state capitol. Lenihan did a magnificent job.

Now again they turned to Lenihan. In July, he helped reorganize the association until 95% of the pin table men were in the fold. Then he rolled up his sleeves and waded into the ordinance-makers. Lenihan found himself trying to impress an undentable steel wall. The explanation for the new proposed action went like this: The city needed additional revenue, for one thing. In the past, operators had been required to pay a license fee regularly; why not the jobbers? Hence, the $250 assessment. To silence the cries of the P.T.A. and other organizations, the minimum age limit of those lawfully permitted to play would be boosted from 18 to 21 years of age. And to fix the responsibility for adherence to this clause, a $7.50 license would be tacked on to the location owner. In event of age-violation, his license and not the operator's would be revoked.

This was the story Lenihan heard every time he made a move to lower the operator's toll. He tried to induce the city fathers to reduce it from $30 to $25, and got raised eyebrows. Let's see . . . there are approximately 2,000 pin games on location in Seattle, they reasoned. 2,000 games at $5 each . . . that would be $10,000 . . . $10,000 would pay for a good many improvements in the city. . . .

After countless meetings and hours of discussion, Lenihan's Herculean efforts finally won out.

This corner has never pulled its punches when it felt that the operator's welfare was being jeopardized. Neither have we failed to commend when commendation was in order. The set-up at the Puget Sound Amusements at this time, with Lenihan as attorney and adviser, is ideal. It's now up to the operators. If they will discard their petty differences, minor quarrels, personal animosities, and put their brawn and brains behind this organization—really PUSH in unison—then nothing on God's green parapet can prevent them from experiencing an era of golden harvest—regardless of the increased license.

Portland Prattle — From night club operator to merchandise operator is the jump taken by Jack Bain. Jack specializes in the penny varieties. . . . Down for the count but not for the knockout is Jim Huser, waylaid by Germy Flu. . . . Lloyd Robinson, pin table man, is "on the wagon" and establishing new "non-fluid" records daily. . . . Coast Amusement brought out the rolling drums, the bugles and the brass band, not to mention the beverages, to celebrate their move to newer and more expansive quarters.

A non-cooperative automobile jack slipped and painfully injured the right hand of Al Lindquist, Kirkland's claimant to the title of the State's oldest operator. It happened on the highway, when Al had stopped to change a flat. Rushed to a Seattle hospital by a passing motorist, twelve stitches were require to put the flipper on the road to recovery.

Have you heard the one about the traveling salesman and the operator's secretary? Well, it happened last month. Charley Schlicht, Mills Novelty ace, was the salesman, and Ann Kristofiak, office worker for Chehalis' Bill Smith, was the secretary. In Chicago while on vacation, Ann had a date with Charley. And you know what? In direct contrast with every traveling salesman yarn, Charley failed to show up. P.S.—Ann's mother accompanied her on the trip.

Two Coin Row-ers plucked their 1941 model automobiles hot off the assembly line in Detroit, while Sybil Stark purchased a '41 Pontiac in Seattle. Detroit-goers were Milt Roumm, breezing along in a Lincoln Zephyr, and Dick Hawthorne, in a Buick. Roumm recently was dubbed "The Jack Benny of the Northwest"—not because of any comedy-inclination, but because of his coin-gripping propensities.

Medical science is about to receive the shock of its life. Contrary to generally accepted belief, laryngitis is a contagious ailment. Don't take my word for this amazing revelation. Ask a quartet of Victoria, B.C., operators who furnish a convincing case history. Once a year, Briz Crabtree's throat tosses him for a loss and he can't talk. This year, he had business to transact in Victoria during "Laryngitis Week," so he made personal calls on Charley High, the Smith Bros., and Mac MacAllister. No sooner had Briz departed, than the four ops were seized with the same trouble. As we were saying, if you think this can't happen, consult any of the four Victorians mentioned. On second thought, better wait till the "bug" goes out of their throat—that is, unless you savvy the sign language.

Call the police, quick! Ken Shyvers, the music op, reports that two rivals called him on the phone and threatened to kill him. Shyvers' inventive genius resulted in a new kind of wired music set-up that moved him into the best of locations. If all those with mayhem on their minds will hold their killer instinct in leash for a

★ One of the recent outstanding contributions made to the coin machine industry is . . . Wired Music.

Look closely at these ingenious devices. In the majority you will find a control unit . . . a relay . . . coin counted . . . step-up switch . . . singly, or in combination . . . bearing the familiar "G in-the-shield" . . . which means it's a control unit by Guardian.

RELAYS By Guardian

Standard for the Coin Machine Industry since it first went electrical . . . Guardian Controls are constantly being improved . . . old units redesigned . . . new ones built . . . in order that Guardian may keep you and your product—not just abreast—but always a step ahead of the latest development.

"We Have Grown As We Have Served"

GUARDIAN ELECTRIC

1621 West Walnut Street Chicago, Illinois

short time, they should be able to commit a different kind of "kill." A carload of Rock-Ola Wired Mystic Music is on the way. Advance reports are that it embodies every outstanding feature of every type of wired music, besides adding a few practical wrinkles of its own.

Coinings on the Cuff — Prosperity Note: Uncle Sam's huge preparedness program in Alaska is giving the hypo to coin machines in the Far North. Puget Sound Novelty reports 11 shipments, totalling $3,000, in a single week. . . . Johnny Doerr, with three years of service and repair work under his belt, joined the staff of Heberling Bros. last month. After sizing up "Pulchritude, Inc." with a candid eye, he said: "H-m-m-m-m. . . ."

Today a digger operator exclusively; tomorrow a route of pin games to go with his diggers. Why? Where? How? A blank look is the only answer received by those putting the quiz-biz on Tex Shields of Tacoma and Seattle. . . . Hank Maser, the Pace Race ace, spent a couple weeks vacationing in the Northwest. REVIEW Operative No. 9 spotted him deep in conversation with Joe Hart.

Johnny Michael, whose wisecracks at the October 28 Puget Sound Amusement meeting caused Johnny Michael (but no one else) to double up in glee, has purchased Tig Leamer's route. . . . Tommy Sasamura, one of the few Nippons in the business, has sold his pin game holdings and is digging in with diggers. . . . Wearing a smile big enough to lasso the moon, Ben Strom, Rock-Ola's West Coast service representative, dropped in on ops during a periodic checkup trip.

Red (Aberdeen) Brower and Carl (Olympia) Adams shot it out for the Grays Harbor hunting crown last month. The result was a dead heat: one deer apiece. Adams is the same chap who moved into a new house a couple of week ago. . . . C. J. Cassutt, the recent divorcee, purchased a new pick-up trailer. Which prompted one of the Row's gilt-edged tongues to quip: "Imagine! Buying a trailer for 'pick-ups' and he hasn't even got his final papers yet!"

Even if they're business rivals, that shouldn't prevent them from being good neighbors. So reasoned Duffy Kinnear and Bob Farrell, pin table ops, when they bought neat little cottages on opposite sides of the street in Mount Vernon. . . . Puget Sound Novelty scored a twin triumph in landing the exclusive distributorships of both H. C. Evans Co. and O. D. Jennings.

Competition for the busy bee: Earl Bush, who runs a restaurant, bowling alley and cocktail lounge at Marshfield, Oregon, besides operating the largest number of pin games and phonos in the southern section of the state. . . . Wellcome Music Co. of Spokane transferred their "welcome" mat to 2-4-6 North Bernard Street, where they opened newer and larger quarters on October 6.

The week's profit at Earl Heroux's Puyallup arcade concessions during Fair Week was posted to the account of Ellen Jeanette, aged one month, who will have quite a nest-egg in a couple of decades. . . . Ex-gob Tim Kelly, a leading Olympia op, started out for Seattle to celebrate Navy Day last month, but he did so much celebrating enroute, that he got detoured and never did reach Seattle.

Frank Ray, Walla Walla op and one of the trustees in the Washington State Amusement Association, dropped up to Seattle on one of his frequent visits. By the by, how come the press wasn't invited to the Association's Oct. 22 shindig? ◆

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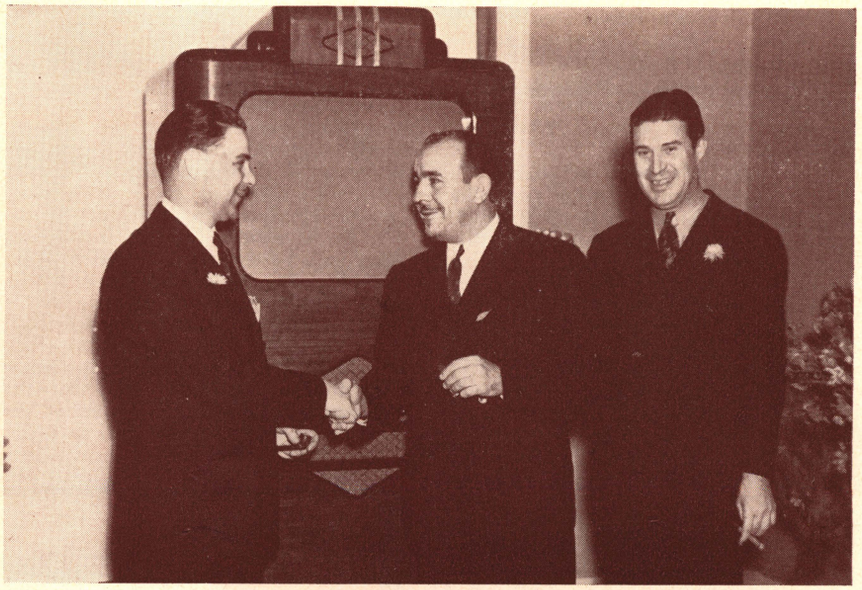
Three small boys were boasting about their fathers. Bill, the son of an author, said:

"My father can sit down and write a story in a couple of hours and then sell it for fifty dollars."

Jack, his father a bookie in a small way, said: "That's nothing. My old man can put in a few hours at the races and come home with a hundred dollars."

Harold's father is a local parson and Harold said: "Well, father stands up in the pulpit in the church and talks for half an hour and then it takes six men to carry the money up to him." ◆



The famous former bandmaster, Lieutenant Governor "Vic" Meyers, of the State of Washington (center), and well-known orchestra leader Jack Bain, (right) congratulate Don Heyer, general manager of Metermovies, Inc., at the Metermovies preview in Seattle, Washington.

New Distributors Appointed

CHICAGO—Together with the announcement of the visit to the plant of Jim Blackwell, Blackwell Distributing Co. of Denver, Buckley Music Systems distributor in Colorado, Idaho, Utah, Montana, Wyoming and New Mexico, Buckley executives announced the appointment of a group of new distributors.

Ron Rood, Southern Music Co., with offices and display rooms in Orlando, Fla., and Valdosta, Ga., has already sold several complete installations in his territory, some of which operators may see in Orlando, Lakeland and Winter Haven, Fla., and in Savannah, Ga. William Blatt, Supreme Vending Co., Brooklyn, N. Y., has been busy with installations in and about metropolitan New York. His preview party of October 26 is still the subject of operator comment.

J. H. Cavanaugh, Interstate Novelty Co., Cincinnati, is another who has been busy with first installations, and Arthur L. Pockrass, Universal Amusement Co., Philadelphia, completes recent appointments. ◆

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OUR NEW 1c SKILL GAME WITH BALL GUM VENDOR

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NOVEMBER 1940

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Automatic Music

California Music Operators Hold Successful Fifth Annual Banquet

OAKLAND, Calif.—Some 265 members and friends of the California Music Operators Association's northern division met Friday evening, October 25, at the Leamington Hotel Bowl for the Association's fifth annual banquet which brings together all the operators, their wives, sweethearts and friends for one big enjoyable evening.

Among the guests were all the Supervisors of Alameda County, the City Councilmen of the City of Oakland, the City Manager and his personal secretary, and the Oakland Chief of Police. In turn, they all complimented George A. Miller, who is state president of the organization, and his committee, on staging what they termed one of the finest banquets, with the finest entertainment, they had ever attended.

Other guests at the affair included members of the San Francisco Association, representatives of the record companies and of all the manufacturing companies, and members were drawn in from Fresno, Modesto, Stockton and Sacramento, Tracy, and all points in the northern part of the state.

Typical of the comments on the party was one by L. A. Johnson, manager of record sales for Leo J. Meyberg Co. of San Francisco, who declared: "We congratulate you upon the excellence of the food and the high calibre of the entertainment. We thoroughly enjoyed ourselves."

Ray Smith and Charles Shotts attended for H. R. Basford Co. and reported to their own organization that "it was one of the grandest parties we ever had the pleasure of attending, and we both had a wonderful time."

The California Music Operators Association is the oldest organization of its kind in California, and has functioned for the past five years under the capable supervision of President Miller and the Northern California Board of Directors. Thus it is the only organization in California that has not seen fit to change its leaders during that period. In other words, it is pointed out, the Association functions so satisfactorily to the members that they are more than satisfied with the men who head the organization.

Credit for killing in Sacramento all legislation that has appeared and would have been detrimental to the business of music operators goes to this Association which has also been instrumental in killing many city and county ordinances and taxes.

President Miller was the originator and founder of the California Music Operators Association and has helped organize every city in the state. ◆

SHEET MUSIC BEST SELLERS

Blueberry Hill (Chappell)
I'll Never Smile Again (Sun)
Maybe (Robbins)
When The Swallows Come Back to Capistrano (Witmark)
God Bless America (Berlin)
Trade Winds (Harms)
Only Forever (Santly-Joy-Select)
I'm Nobody's Baby (Feist)
Sierra Sue (Shapiro, Bernstein)
I Am An American (Mercer-Morris)

SONGS MOST PLAYED ON THE AIR

Practice Makes Perfect (BMI)
Same Old Story (BMI)
Now I Lay Me Down To Dream (Remick)
A Million Dreams Ago (ABC)
Maybe (Robbins)
Trade Winds (Harms)
There I Go (BMI)
Ferryboat Serenade (Robbins)
Our Love Affair (Feist)
Only Forever (Marks)

Papa's Mush

CAMDEN, N. J.—"When the Mush Begins to Rush Down Father's Vest," newest wacky song, recorded by Shep Fields, is really a 25-year-old ditty popularized on the burlesque stage by Boob McManus, one of the old-school, red-nose comics who gained prominence during and right after World War I. A Gotham music publisher intent on selling Fields and Leonard Joy, Victor's music chieftan, on a ballad titled "Concert to the Stars," was asked to play the "Mush" song purely as a gag. Impressed with its possibilities as a comic novelty, Fields and Jacobs recorded it. ◆

New Cafe Gets Wurlitzer Installation

OXNARD, Calif.—F. C. Hardy has installed an 800 Wurlitzer and 10 speakers in the new $20,000 Oyster Loaf Cafe here. Seating 300 people, the cafe has a main dining room, cocktail lounge, dance hall, and a mezzanine floor for private luncheons and parties; each room has 330, 331 and 320 remote selectors.

Speakers and wiring were installed during the construction of the building by Ernest Eastwood for Coahues Bros. and Lincoln, the proprietors. Hardy, who is "100% Wurlitzer," thinks from an operator's viewpoint it is one of the nicest installations in Southern California. ◆

Wellcome Music In New Quarters

SPOKANE, Wash.—Rapidly expanding business has made necessary the removal of Wellcome Music Co., Mills phonograph distributors, to new quarters at 2, 4, 6 and 8 North Bernard Street, here, according to C. J. "Briz" Crabtree, Mills factory representative.

Handling a complete line of Mills tables and other games in addition to their large stock of Mills "Empress" and "Throne" phonographs, the firm covers eastern Washington, northern Idaho and western Montana. R. F. Wellcome is head of the firm. Art Reed, well known to operators in the Northwest, is field representative. ◆

Movies Claiming Record Artists

HOLLYWOOD—Engagement to recording studio to motion picture lot has become the pretty well established pattern for top musicians, here, and on any one of a dozen sets it's likely there will be at least one Columbia Recording artist sweating under the Kleig lights for the entertainment of the nation's 80,000,000 theatregoers. Horace Heidt, Kay Kyser, Orrin Tucker, Bonnie Baker and Jerry Colonna are among those reported to be at work in pictures in various stages of completion.

Kyser has been putting the finishing touches on Universal Pictures' "You'll Find Out," his second starring role, aided by Ginny Simms, Harry Babbitt, Sully Mason, "Ish" and all "the Gang," plus Bela Lugosi, Boris Karloff and Peter Lorre for the sake of horror.

Kay has recorded four sides from this new film: "The Bad Humor Man" and "I'd Know You Anywhere" (35761) and "You've Got Me This Way" and "I've Got a One Track Mind" (35762), according to Columbia's report. Scheduled for nationwide promotion, this music will likely rate high.

Over at the Paramount lot Orrin Tucker has begun his first starring picture, "You're the One," featuring Edward Everett Horton, Bonnie Baker and Jerry Colonna. Release date has not been set, nor has all the music been scheduled, but the current recording (35468) of "My Resistance Is Low" will definitely be included, Columbia asserts.

All kinds of rumors are afloat as to the stars appearing in "Pot O' Gold," now underway at Jimmy Roosevelt's Globe Productions, and due for release in February. Judy Garland and James Stewart are among those named. One thing is certain: the film, whose story is written around what happens to a group of people when each wins $1000 on the broadcast which gave the picture its name, will be a starring vehicle for Horace Heidt and his Musical Knights. ◆

Wolf Sales Co. Opens in Denver

DENVER—Wolf Sales Co., Inc., of San Francisco, has opened a branch sales office here at 1624 Broadway, to serve operators in the mountain states of Colorado, Wyoming, New Mexico, Utah and Idaho. The new quarters are said to be very smart and the supply of equipment on hand full and complete.

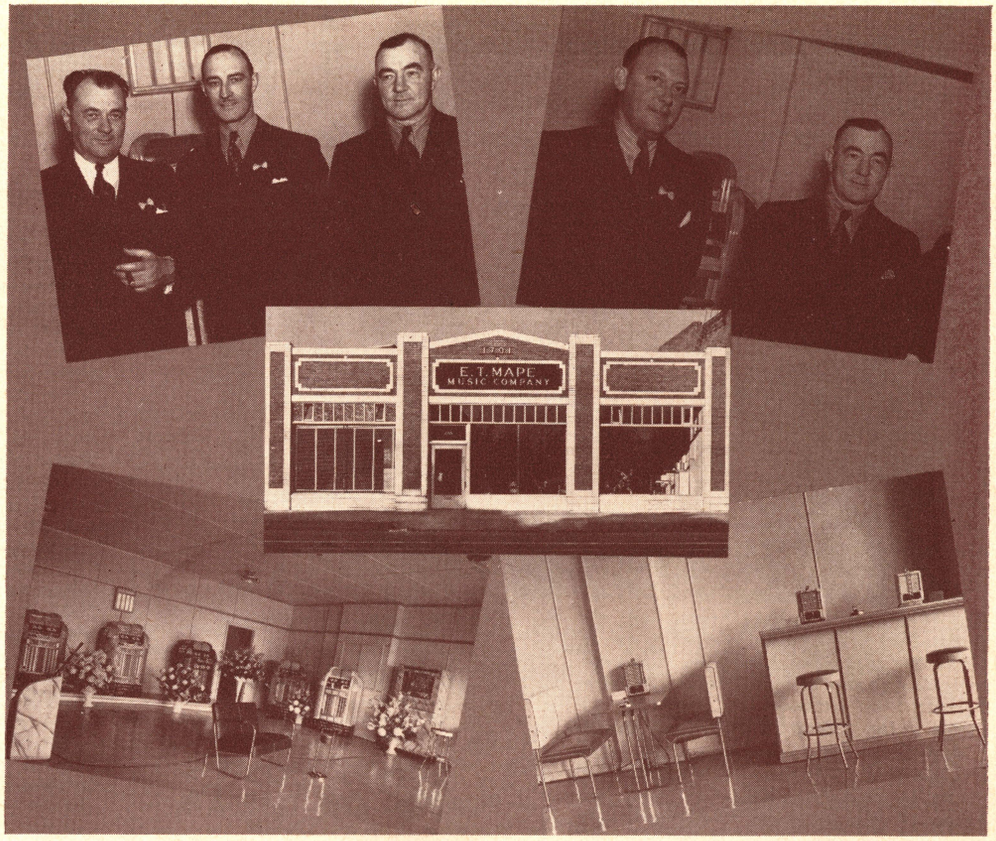
Al Roberts, son of Wolf Reiwitz, head of the firm, is manager of the Denver office. ◆

A Boy for Gomez

WILMINGTON, Calif.—It's a boy at the home of Mr. and Mrs. Bob Gomez. Born October 25th in Long Beach Maternity Cottage, the youngster has been named Albert Louis. This is the third son for the happy couple.

Papa Bob was the first operator of Wired Music in the nation and is now operating extensively in Wilmington and San Pedro. ◆

Shots of the Mape Opening



TOP ROW, left: Vance Mape, L. B. McCreary, and Ed. Mape face the camera at the opening of the swanky new Los Angeles headquarters. TOP, RIGHT: D. J. Donohue, West Coast District Manager for J. P. Seeburg Corporation, stands still for a few minutes with Ed. Mape for the REVIEW photographer.

CENTER: The swellegant new offices, showrooms and service headquarters of the E. T. Mape Music Company in Los Angeles.

LOWER, left and right: Views of the modernistic display rooms where products are shown in a suitable environment.

Mape Music Co. Plays Host In Smart New L. A. Quarters

LOS ANGELES—Monday, October 28, was a gala day for Ed and Vance Mape of San Francisco, for at that time they played host to more than 300 coinmen and their wives and guests, proudly showing off the new and larger quarters for the local branch of their Seeburg distributing organization at 1701 West Pico Blvd.

Much larger than former accommodations, and among the most beautiful anywhere in the country, the new quarters mark a consistent advance in their business since their opening here some three years ago. The building which they now occupy was redone completely before the firm moved in, and every change was made with a view to efficient service and the comfort of operators there on business.

Executive offices, glassed-in and with venetian blinds at the windows on the street, are at the left of the entrance. The display floor provides a neat setting for Seeburg phonographs and wired music equipment wall box systems, and Ray-O-Lite gun devices. In one corner there appears a demonstration bar-and-booth set-up, equipped with the Wall-O-Matic and Select-O-Matic devices whose operation shows coinmen just how these are installed.

Taking a leaf from the automotive business, a complete stock of parts—accommodating needs of Seeburg equipment from 'way back—is racked and binned in an arrangement which means quick and efficient service, and servicemen coming here now need only to go to a counter as they would at an automobile dealer's parts department to get anything they need. The service department likewise is arranged for maximum efficiency, is well-lighted, and arranged to meet every need.

Ed and Vance Mape were both present at the opening as genial hosts, and in this capacity they were ably assisted by L. B. McCreary, who is manager of the Los Angeles branch of the E. T. Mape Music Co., and by D. J. Donohue, west coast district manager for the J. B. Seeburg Corp.

Throughout the day operators streamed through the building, inspecting facilities, admiring the arrangement, examining the equipment and learning more about Seeburg offers, and partaking of a buffet lunch which left nothing to be wanted.

In the evening there was more turkey, more food of every other sort, more thirst-quenching beverages served from a portable bar set up near the tables which made one section of the building temporarily a miniature cafe, and of course there was dancing to Seeburg-supplied music, and festivities of all sorts which lasted well into the small morning hours.

Comments of the guests on the occasion were many and varied, but all of them could be summed up in one operator's tersely enthusiastic declaration: "It's swell. We like it. We'll be back to talk to you some more about Seeburg." ◆

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460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

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Southern Wholesalers, Inc.
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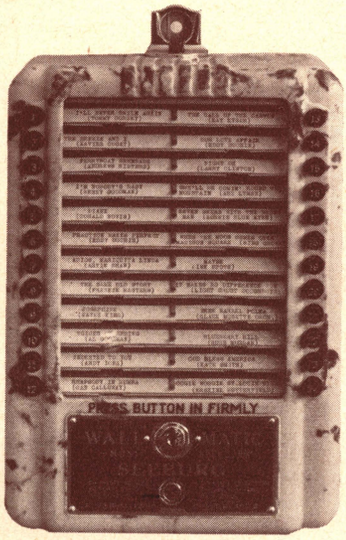
SEEBURG LEADS AGAIN!

WITH A COMPLETE LINE OF REMOTE CONTROL



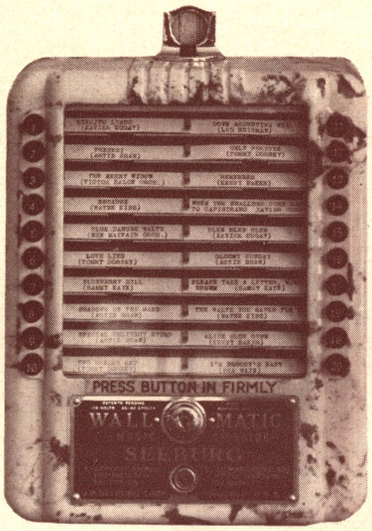
ADAPTORS AND BOXES FOR USE ON BARS — BOOTHS — OR COUNTERS. ALSO ADAPTORS FOR MANY DIFFERENT MODEL PHONOGRAPHS

WIRELESS WALL-O-MATIC FOR 24-RECORD PHONOGRAPHS

At the left is the new Wireless WALL-O-MATIC which can be used with the New Seeburg Adaptor on 24-record phonographs. NO WIRES TO RUN! EASY AND QUICK TO INSTALL!

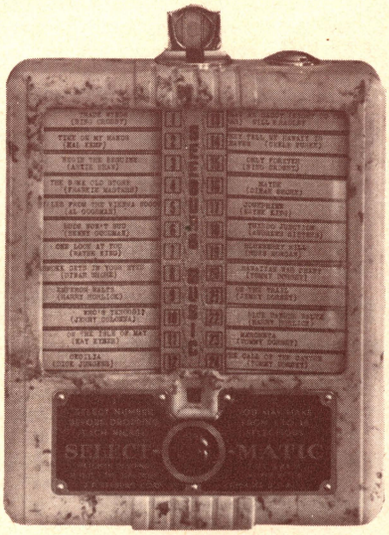
WIRELESS WALL-O-MATIC

for 16 and 20 Record Phonographs. At right is illustrated the Wireless WALL-O-MATIC which can, by using the Seeburg 16 and 20 Record Adaptors, be installed on older model machines.



NEW WIRED SELECT-O-MATIC

Below is the FINEST Wired Box on the market. Just announced by the Seeburg Corporation . . and priced unusually low! This Box, when used with Seeburg's new Wired Adaptor, makes it possible for you to remote your 16, 20 and 24 record phonographs. A standard 30 wire cable is used for installing these boxes.



BOOTHS 36 AND 37!

OPERATORS! You'll find these new boxes and adaptors—and a most cordial greeting—in Booths 36 and 37 at the WESTERN STATES COIN MACHINE CONVENTION at the Biltmore Hotel, Los Angeles, November 18, 19, and 20. We invite you, too, to visit our Los Angeles showrooms, the most beautiful on the Coast!

Before making your next remote installations—
See These New Boxes and Adaptors!

E. T. MAPE MUSIC CO.

1701 W. PICO BLVD.
LOS ANGELES

284 TURK ST.
SAN FRANCISCO

Wurlitzer Introduces New Colonial Model for 1941

NORTH TONAWANDA—The Rudolph Wurlitzer Company has announced a new model phonograph for 1941 to be known as the Colonial Model 780.

Designed for high class locations such as hotels, night clubs, private clubs and the better type restaurants and cocktail lounges, the Colonial Model is a distinct departure from current phonograph style trends.

Devoid of the large plastic panels and brilliant illumination that have dominated design for the past two years, the Wurlitzer Colonial is more conservative—in keeping with the furnishings and surroundings of the exclusive type of locations where it is expected to meet a welcome reception.

The cabinet features a Governor Winthrop top, pewter-finished hardware, spinning wheel grille with colorful patchwork background, simulated butterfly peg construction and is distinctly Early American throughout.

Designed by Wurlitzer's famed Paul Fuller, the model entails considerable custom construction and will be produced on a limited basis, it is said.

According to M. G. Hammergren, Wurlitzer General Sales Manager, "We believe that a considerable market exists for automatic phonographs in the upper crust location field. The Wurlitzer Colonial is designed to open this market to Wurlitzer Music Merchants. Many hotels, private clubs and first class restaurants and cocktail lounge owners have felt that the commercial appearance of standard model phonographs was not in harmony with the furnishings and surroundings of their rooms.

"The Wurlitzer Colonial Model overcomes this objection by enabling them to make Wurlitzer Music available to their patrons on a phonograph of which they can be justly proud.

"Many of these locations have been attempting to give their patrons music service by means over which they have no control and are forced to accept whatever comes over the wire. The advantages of a Wurlitzer instrument with its 24 records offering personal selection of tunes at any time are obvious.

"We confidently expect that the demand for this Early American model will exceed the supply as its production is definitely limited by its custom built construction."

Other features on the Colonial Model 780 include visible record changer; moto-drive coin switch; electrical record selector (optional at slight extra cost); wide range adjustable tone; hi-speed service set-up and adaptability to play by remote control.

The model is now on display at Wurlitzer Distributors throughout the country and has already met with enthusiastic comment on the part of Music Merchants. ◆

Buckley Music System Names Philly Distrib

PHILADELPHIA—Arthur L. Pockrass of Universal Amusement Co., here, has been named distributor for the Buckley Music System to cover a large area surrounding Philadelphia, as well as the city proper. Deal for the distributorship was made between Pockrass and DeWitt "Doc" Eaton, Buckley's eastern regional manager.

Explained Eaton: "We feel that Universal is best set up to give the music operators in the Philadelphia area the proper service on the Buckley Music System. Art Pockrass knows all the angles of the music machine business and he has been instrumental in the progress of music in this area and has always had the interests of the operators at heart. He has carefully investigated our Buckley Music System and not only has it met with his approval, but, he believes it is without doubt the finest music system for the operator today."

Responded Pockrass: "We feel that the Buckley Music System is the answer to the music operator's problems. There is no doubt any more of the profits that the operator earns with Buckley. In every case this has proven itself. It is the one system that is absolutely positive in action, and also the one system on which the operator can depend for years to come. Installations are being started immediately by our crews and will be speeded up week after week. We are working closely with the music operators. Those who are skeptical of the effectiveness of the Buckley Music System can have a 30-day free trial installation—and we will even give the operator the complete take for these 30 days. If for any reason whatsoever the operator is not completely satisfied in every regard, we will take the system right out of the location, and no questions asked." ◆

WOLF SALES

WELCOMES YOU TO THE 1940

Western States Coin Machine Show

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See our display of

WURLITZER

PHONOGRAPHS

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IT'S A GOOD TRICK IF YOU CAN DO IT!

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WE PREFER TO DEVOTE OUR ATTENTION TO ONE THING AT A TIME

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That's why we distribute Wurlitzer Phonographs exclusively in California

We believe that a Music Merchant is entitled to the FULL time, attention and services of the Distributor from whom he buys his phonographs. We know that a Distributor CAN'T give his Music Merchants undivided attention and help IF his OWN business is spread over a wide variety of products of a non-musical nature.

Therefore, we will distribute Wurlitzer Automatic Phonographs AND NOTHING ELSE in California.

From your standpoint this policy will inaugurate a type and kind of service such as you have never enjoyed before.

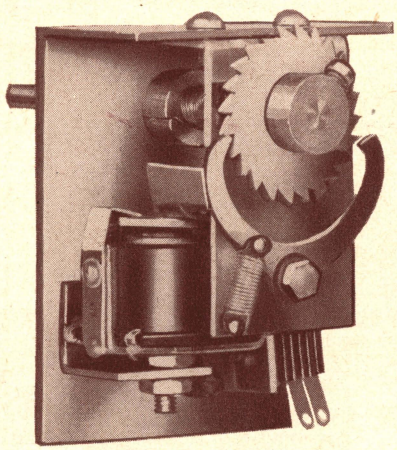
Come in and get acquainted now with the men and the methods organized to render a service exclusively devoted to one end—and that's to help YOU make more money!

CALIFORNIA SIMPLEX DISTRIBUTING CO.

DISTRIBUTORS OF WURLITZER AUTOMATIC PHONOGRAPHS

SAN FRANCISCO, 1157 Post Street **LOS ANGELES, 1346 Venice Blvd.**

WIRED MUSIC



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Advance has designed special Relay Equipment for the latest in the Automatic Phonograph Industry—

WIRED MUSIC

As the first Relay Manufacturer to enter this field, we have had the experience and engineering facilities to design equipment that has been thoroughly tested and of proven dependability.

Let us quote you on your requirements.

WRITE FOR BULLETIN C-1 TODAY!

ADVANCE ELECTRIC CO.

1260 West 2nd Street
LOS ANGELES, CALIF.

'Right' Publicity Helps Build Business for Wired Music Installations

Publicity that is on the "right side" not only does a great deal in overcoming unfavorable notice, but also aids in the sale of an idea. Wherever there is something new and interesting, to which an element of glamor may be applied, there is a splendid opportunity for publicity. Two firms have seen the possibilities in connection with wired music installations, and have gained columns of comment and pictures reaching hundreds of thousands of readers, all or most of whom are potential customers.

One of these is Silent Sales System of Washington, D. C., headed by Ira T. Byram, Jr., who believes that wired music is "very definitely the future of the music business in thickly populated areas," and whose plan of operation, accordingly, is location of 200 wired music installations there to be operated from four studios—one large and three smaller, located in various parts of the territory in order to save on telephone company line charges.

Publicity in Washington "Times-Herald" gave considerable space to a photograph of attractive Operator Miriam Raynor receiving a call for music, and of Miss Minnie Corn dropping her first nickel into the "magic music box and asking Miss Raynor to play 'God Bless America.'"

On the preceding day the Washington Daily News gave the bulk of a center pictorial spread to a collection of photographs of coin operated devices under the caption "America Loves a Nickel," and on another page devoted more than a column to a story called "Don't Get Fresh," with the warning sub-head "Nickel-in-slot music boxes make debut here loaded with sex appeal, but the girls all have dates, thank you."

Daily News Reporter Les Finnegan traced the swift rise of automatic music, in his story, pointed out that "you can actually chat with the pretty girl whose picture is framed at the top of the machine," and "if you know your friend, Herman McSniff, is in another cafe a few blocks distant, you can ask her to play a special number and in a moment or two the astonished Herman will hear some such slyly chosen ditty as 'I'll Be Glad When You're Dead, You Rascal You,' roll out of the amplifier above his head with an affectionate dedication from his pal several blocks away."

Reporter Finnegan then told how wired music works, declared that in Detroit the machines were reported grossing $30 a week, where the "average 'take' for the common 'juke' box is said to be less than $15," and told how the income was divided between operator, location owner and telephone company.

In St. Louis, a reporter pledged to secrecy visited some of the locations and the downtown headquarters of John LaBan's St. Louis Automatic Hostess, Inc., met a lovely brunette operator known only as "Jerry," and likewise told the method of operation, the financial problem, the number of tunes available.

The operator's problem was pointed out, too. Jerry said she had been required to refuse dates on numerous occasions and that it was a problem to be friendly with the customer, whom she never sees, and, at the same time, guard against a too intimate approach. When a music lover in trying to reward the hostess with a drink for courteous attention or for some other motive, becomes too insistent, "we merely tell him to leave the drink with the bartender and we'll pick it up later; of course we never do," said Jerry. She is not allowed to disclose the location of the studio, even to her family, and the hostesses who work until 2 a.m. are not permitted to have boy friends call for them at the studio; they are usually taken home by one of LaBan's staff.

That humorous incidents have developed over the dedication of numbers was discovered by this writer who reported that "only recently two young men dedicated numbers to two young women sitting in a South Grand tavern. The two young women returned the courtesy, and, according to Jerry, this went on for most of the evening. LaBan is the authority for the statement that the young men went one way, the women the other, when they left the bar."

Good publicity is good for business. Even in a small community, operators who are alert may be able to capitalize on newness and glamor to their own advantage and to the benefit of the industry. ◆

WANT A STEADY INCOME?
— START A ROUTE OF —
DOUBLE VALUE PHONOS
PLAYS 2 RECORDS FOR 5c
These machines beat all competition!
Locations are yours forever!
WRITE TODAY FOR FULL DETAILS!
D. Robbins & Co. 1141-B Dekalb Ave. BROOKLYN, N. Y.

One of the newest enthusiasts for Rodney Pantages "Maestro" Wired Music equipment is C. J. "Doc" Wieties who is now operating 15 initial outlets in the southwestern section of Los Angeles. Above "Doc" poses with one of his fair Maestro-maids.

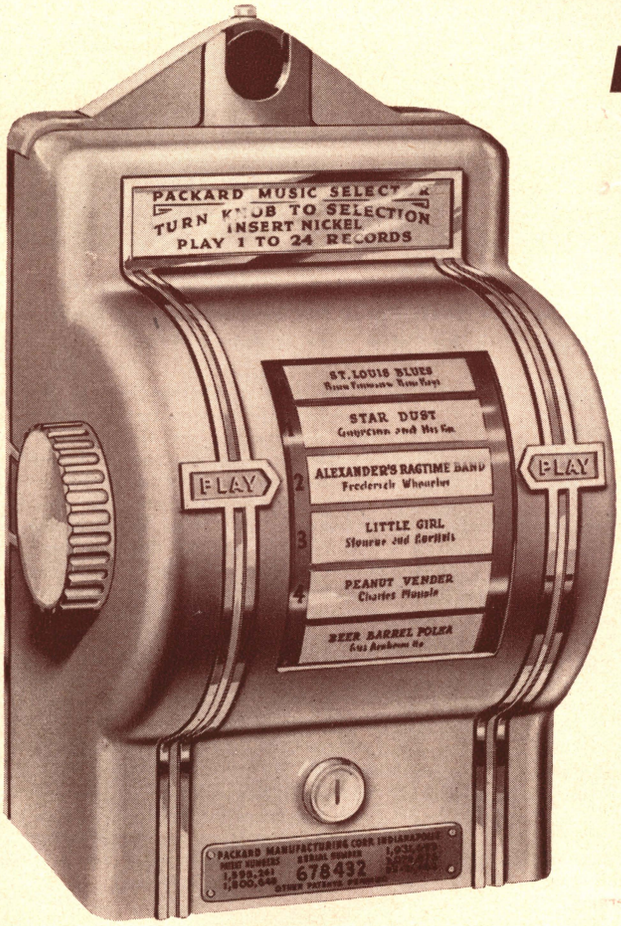
Now It Can Be Told! - -

Southern California's Pioneer Distributors of Wall Boxes Now Gives You the

KING OF THEM ALL

Homer E. Capehart's

PACKARD MUSIC SELECTOR



SEE This Revolutionary Box at Booths 26 & 27 during the Coast Show Nov. 18 - 19 - 20, Hotel Biltmore, Los Angeles

Check These Exclusive Features:

- Overall size only 9¼" high, 6½" wide and 6" deep.
- Customer selects from title slip instead of number. However, number will appear in front of each title slip.
- Only box built positively preventing loss to the customer of coin deposited. A patented feature. Locking device prevents playing music by hitting box at any point. Coin returns to player if selector is moved during time coin is dropping or if selection desired is not in the proper position.
- Complete housing can be interchanged without altering.
- Customer can select from either side of table, selection knobs being on both sides of wall-box. When used on a bar it is not necessary for player to reach in front of another player to select.
- No wiring need be done inside the Packard box, no soldering or points for corrosion.
- Unnecessary for serviceman to remove program holder to insert program.
- Program slips are illuminated from back. Selection itself lights in different color than other exposed selections. Eliminates fading of type, as well as making a more readable title slip.
- Only box with programs on a drum which is rotated by a selector knob.
- No other box has as few moving parts. Only two moving parts in it's entire assembly.
- Coin chute corrosion impossible. Self-wiping contact switch prevents corrosion or necessity of service.

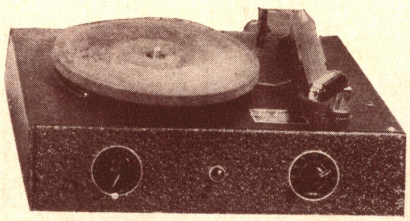
TERRITORIES AVAILABLE FOR LIMITED NUMBER OF QUALIFIED JOBBERS

ESQUIRE MUSIC CO.

EXCLUSIVE DISTRIBUTORS FOR PACKARD PRODUCTS IN SO. CALIF.

2646 SOUTH HILL STREET Richmond 2249 **LOS ANGELES, CALIF.**

WIRED MUSIC of HIGH QUALITY at LOW COST!



TURN TABLE UNIT
with built-in power pack
COMPLETE WITH TUBES . . . **$54.50**

MONITOR UNIT
(Talk and Listen)
1 to 10 Stations.....$62.50
1 to 20 Stations..... 87.50

LOCATION UNITS
Complete with tubes.....$25.50

The above components can be quickly assembled and easily installed.

INVESTIGATE this modern method of wire operation before you invest.

Wired Music Wall Boxes with National slug ejectors....$17.50

ATTRACTIVE WIRED MUSIC CABINETS AT FACTORY PRICES

BASS REFLEX SPEAKER CABINETS
For 12 or 15 inch speakers any finish.....$7.85
For 8 to 10 inch speakers any finish.....$5.25

We carry a complete line of REMODELING ACCESSORIES including — Grilles, Louvres, etc., for all phonographs.

Write or call for our illustrated circular.

Coast Distributing Co.
MANUFACTURERS AND JOBBERS OF PHONOGRAPH ACCESSORIES
2311-2313 W. Pico Boulevard
Los Angeles, California

Phil Harris, currently featured at the Wilshire Bowl, Los Angeles, where coinmen and their friends will gather on November 20th for the Annual Ball and Banquet, poses beside a Magic Music Wired Music installation made by Johnnie Winn.

Pantages Reports New Installations

LOS ANGELES—H. A. "Hum" Brocamp, general manager of Rodney Pantages, has announced the conclusion of a number of important deals on Maestro, the firm's wired music equipment, chief of which was the closing of the New York City territory by Arsene Pernetti, who signed Mrs. "Babe" Kaufman, one of the largest operators in that area. So pleased was Mrs. Kaufman that she wired Brocamp: "The future of wired music is assured. We will get behind it and do a good job."

At the same time A. W. "Al" Leach, chief technician for the Pantages company, returned from a six weeks' trip on which he supervised Maestro installations in Lexington, Ky., Springfield, Ill., and Detroit. The Lexington operation belongs to Harry Cohen of the Ohio Specialty Co., W. A. Pearse that in Detroit—and he has more Maestro units coming for an early installation in Cleveland, and George Stoll followed his trial installation in Bloomington, Ill., with the one in Springfield.

Brocamp says that the consensus is that Maestro is the "Rolls Royce of the wired music business." All three of these operators checked the field carefully, then selected Maestro because, as they put it, "Nothing else could compare."

Locally, Pantages has closed with Art Cassel and Sammy Ricklin for 30 Maestro outlets with 15 more to be installed shortly. C. J. "Doc" Wieties is operating in the southwest section of Los Angeles with 15 outlets just installed; he is planning immediate further expansion.

Rodney Pantages, Inc., announces a new wall box for wired music will be on display and in operation at the Western States Coin Machine Convention at the Biltmore Hotel, here, this month. ◆

Homer E. Capehart holds dinner for Packard district managers, executives and department heads at the Claypool Hotel to review plans and policies. Seated at table: Rossebro, Smith, Capehart, Collison, Struby, Simmons, Kennedy and Lannerd. Standing, left to right: McShan, Rabe, Hicklin, Osborn, Rigdon, Gigax, Greenbaum, Palastrant, Bell, Erickson, Mann, Drollinger, Brase, Gummersheimer, Kramer, Rial, Reynolds, Maurer and McKinney.

BUSINESS IS ON THE MOVE!

..and ROCK-OLA is in The LEAD..

✣ hence ✣

AN IMPORTANT ANNOUNCEMENT

by FRED NEUMANN

Rex Vending Company moves to imposing custom-built display rooms at 725 Larkin Street in San Francisco and is now showing the fast-moving, top profit line of beautiful new ROCK-OLA equipment.

See this nationally acclaimed line of ROCK-OLA features for yourself . . . you'll then know why operators the country over are saying "For leadership, ROCK-OLA is first, foremost and the favorite in every department." This too is the reason why Fred S. Neumann MUST move to his beautiful spacious new quarters.

Come — See For Yourself!

REX VENDING CO.

— NEW ADDRESS —

725 Larkin Street **San Francisco, Calif.**

Phone: GRAYSTONE 2102-3

Again Buckley Leads the Way!

NEW—32 Record Music System!
Greatest Selectivity in Automatic Music History!
And the complete new Buckley line
New and exclusive designs—flash—sound—
products and engineering ideas
in the Music System field!
First and advanced showing:
WESTERN STATES COIN MACHINE CONVENTION
Biltmore Hotel
Los Angeles, California
Booth No. 39

Buckley engineering pioneered the music field—Buckley latest products are built for continuous and satisfactory service which means the greatest profits.

Complete demonstration and showing at showroom of Pacific Coast Distributor

WM. CORCORAN
2277 W. Pico Blvd.
Los Angeles, Calif.

Wm. Corcoran
807 S. W. 16th Street
Portland, Oregon

Wm. Corcoran
154 N. First St.
Fresno, Calif.

Wm. Corcoran
927 Larkin Street
San Francisco, Calif.

Distributor—Mountain States
BLACKWELL DISTRIBUTING CO.
585 Milwaukee Street
Denver, Colorado

BUCKLEY MUSIC SYSTEM, INC.

4223 West Lake St., Chicago, Ill.

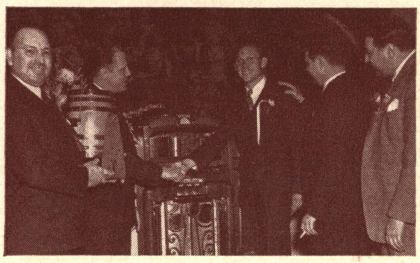
Direct "Touch-To-Touch" Action Music System

700 Operators and Friends Entertained by California Simplex Distributing Company

GALA PARTY BRINGS TOGETHER PROMINENT WESTERN MUSIC MERCHANTS FOR FIRST SHOWING OF WURLITZER COLONIAL MODEL

A portion of the continually-shifting throng of operators and their guests who filled the Music Room of the Biltmore Hotel, Los Angeles, from afternoon to midnight for California Simplex Distributing Co.'s party. The buffet was set up at upper left. Toward the right are seen the line of Wurlitzer phonographs, with the new Colonial model at extreme right. The thirst-quenching department was located down front, at the right, just out of camera-range. You should have been there!

Mike Hammergren, Wurlitzer general salesmanager congratulates Al Goldberg, whose hand he is shaking, on his staging of a highly successful party and showing.



Serviceman Johnson receives Hammergren's congratulations and accepts for F. C. Hardy, Oxnard musicman, the Wurlitzer 700 won as a door prize.

Mrs. Vic Sanders looks her pleasure at winning a $50 merchandise order on I. Magnin Co., while her husband, right, shows his approval.

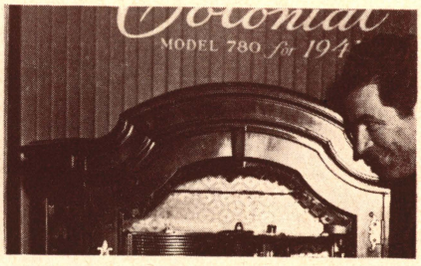
On Sunday, November 3, for a gala party sponsored by the California Simplex Distributing Co., and for a first showing of Wurlitzer's new Colonial model phonograph, more than 700 music merchants, operators of other types of equipment, and their wives and guests, thronged the spacious and beautiful Music Room of the Biltmore Hotel in Los Angeles, scene, later this month, of the Western States Coin Machine Convention.

Beginning at 2:30 p.m. and running until midnight, these coin machine folk enjoyed their get-together, examined the full line of Wurlitzer models, paying particular attention to the newest addition, the Colonial, partook of the lavish assortment of food which California Simplex hospitality set before them, found an oasis for their thirst, and met a number of Wurlitzer executives who flew out to attend the party. Entertainment was continuous. Furnished by the Music Corporation of America, it included leading names from the entertainment world.

Following the Los Angeles showing of the new model, factory executives flew north to San Francisco to be present at a like affair held at the Hotel Sir Francis Drake, Wednesday evening, November 6.

More Scenes from the Simplex Party

Left: The new Wurlitzer Colonial was a mecca for all eyes. Above: Miss M. Lee served as a beautiful and competent hostess. Below: Bandleader Orrin Tucker admires the Colonial.

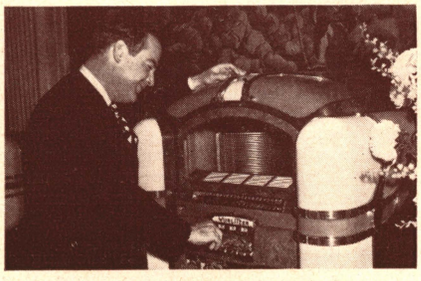


Stars of Radio and Stage Entertain

Rube Davis (above), famous movie and stage comedian, helped provide entertainment. Famous Orchestra leader Jimmie Grier (below) gave his approval to the party—and Wurlitzer.

Al Jarvis, popular Los Angeles radio announcer, whose record shop is headquarters for many music lovers, was master of ceremonies for the evening's festivities. Lower Right: Party hosts and Wurlitzer executives present included Mel Parks, California Simplex Distributing Co., San Francisco; Mike Hammergren, Wurlitzer's general salesmanager; Al Goldberg, manager and owner, California Simplex Distributing Co., Los Angeles; Spence Reese, assistant general salesmanager for Wurlitzer; Bill Bye, Wurlitzer district manager; and Russell Smith, California Simplex, Los Angeles.

Barbershop harmonies, reminiscent of the "dear, dead days," were the entertainment contribution of the Gay Nineties Quartet at the California Simplex gathering.



Caught at or near their tables, here are some individual groups of musicmen and their parties who found California Simplex hospitality most cordial, the Wurlitzer Colonial phonograph an interesting addition to an already popular line of automatic music equipment.

Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR CALIFORNIA, NEVADA, ARIZONA, HAWAII

1157 Post Street
San Francisco, California

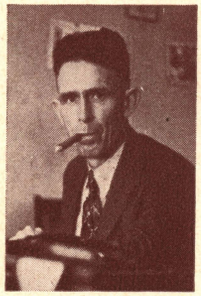
1348 Venice Blvd.
Los Angeles, California

TEXAS

SOCIAL MEETING SETS RECORD . . . PERSONNEL CHANGES . . . DALLAS OPERATORS FORM CLUB.

By JOHN G. WRIGHT

HOUSTON (RC) — The October social meeting of Houston coinmen, the evening of the 23rd at the Milam Bldg., set two new high records with the largest total attendance and the greatest distributor and jobber representation. Three hosts for the occasion were Ernest Gates and D. W. Willett, operators, and John G. Wright, Texas representative for The REVIEW.



John G. Wright

Eats consisted of barbecued beef, ribs, pork, and sausage with all the trimmings and plenty of keg beer. Entertainment was a snappy movie show with pictures shown only once before in this section, and then at an exclusive party of nine men. As usual Bill Peacock projected the films, using his own machine.

Willett was unable to attend as his wife underwent an emergency operation for appendicitis the previous day. All were sorry for his absence and regretted the cause, but were pleased to know that Mrs. Willett was doing nicely.

Allen McQuhae, A. A. Sage and George French, manager, salesman, and serviceman respectively for Houston Electric Ball represented Seeburg; Wurlitzer had Harold E. Long, and Raymond Williams, managers of Houston and San Antonio Commercial Music Co. offices respectively. Raymond is a brother of Joe Williams, owner of Commercial Music Co. of Dallas and Texas distributor for Wurlitzer. Harold Daily, Mills distributor; Harold Horton, Rock-Ola distributor; and A. H. Shannon, Coin Machine Co., were compelled on account of urgent business to send regrets. The long table filled quickly and Allen McQuhae, Henry Cruse, F. S. Baker, an invited guest, and the writer, were seated at one of the several small tables placed alongside the main board. At this table Baker, Cruse, and McQuhae put on a nice "filling up" contest. Cruse won, hands down, on the barbecue but Baker led the field by three cans of beer. McQuhae finished a close third on both counts. Operators Harry Armer and Joe Piraino came to the meeting supported by canes. Harry turned an ankle playing handball and Joe had an infected foot.

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show
Ever Staged in the West
DON'T MISS IT!

Recent changes in personnel of Houston firms: Appointment of Harold E. Long as manager of Houston office of Commercial Music Co.; A. C. (Buster) Ayo, now with Southwestern Music Corporation, record distributors, as salesman; Miss Dorothy Dobbs employed in the office of the local Decca branch; L. R. Gardener now operating the Houston Amusement Co., on Taft Street.

Santone Coin Machine Co., of San Antonio, one of the larger and well known Texas firms, has been dissolved. R. Warneche and W. G. Bacthel, formerly interested in Santone Coin Machine, have each organized their own companies in San Antonio. Warneche has the R. Warneche Co., and Bacthel has the Coin Operating Sales Co.

Dallas operators have formed a Dallas Coin Machine Men's Club. The purpose of the group is to promote and maintain better business methods and eliminate cut-throat competition through voluntary cooperation of the membership.

The Wallbox Sales Co. of Dallas is now located in its new and larger quarters on Young St. The company specializes in Buckley Wall Box Music installation and are distributors for a varied line of automatic phonograph accessories including

(See TEXAS, page 70)

Rodney Pantages, Inc.

JOINS THE

Coin Machine Review

IN WELCOMING OPERATORS TO THE

WESTERN STATES COIN MACHINE CONVENTION

Hotel Biltmore - Los Angeles

Nov. 18 - 19 - 20

●

BE SURE TO SEE

Maestro

Wired Music Equipment in Booth Number 7

• We invite all operators to make Booth Number 7 their headquarters at the Convention. Don't fail to get the whole story about MAESTRO Wired Music System.

WE INVITE COMPARISONS BY ACTUAL DEMONSTRATIONS.

See the MAESTRO Wired Music Wall Boxes in operation at the Convention

RODNEY PANTAGES, Inc.

6455 Sunset Boulevard **Hollywood, California**

HIllside 7374

"They Speak for Themselves !"

AT BOOTH 32

MAGIC MUSIC MIDGETS

AN INDIVIDUAL WIRED MUSIC WALL BOX

●

WIRED MUSIC CONVERSION UNITS NOW AVAILABLE

WRITE — WIRE — PHONE FOR COMPLETE DETAILS

●

MAGIC MUSIC, INC.

416 E. Fourth St. Long Beach, Calif.

Phone: 634-61

Texas

(Continued from page 68)

Pfanstiehl needles. Collis Irby is manager, with Miss Jane Kizer, Mrs. Orville Niven, and Ray Langley composing the office force.

The F. C. Ewing Co., of Fort Worth, one of the larger vending machine supply companies of Texas, have increased storage facilities and stepped up production by building an additional warehouse and doubling the capacity of their nut roasting ovens.

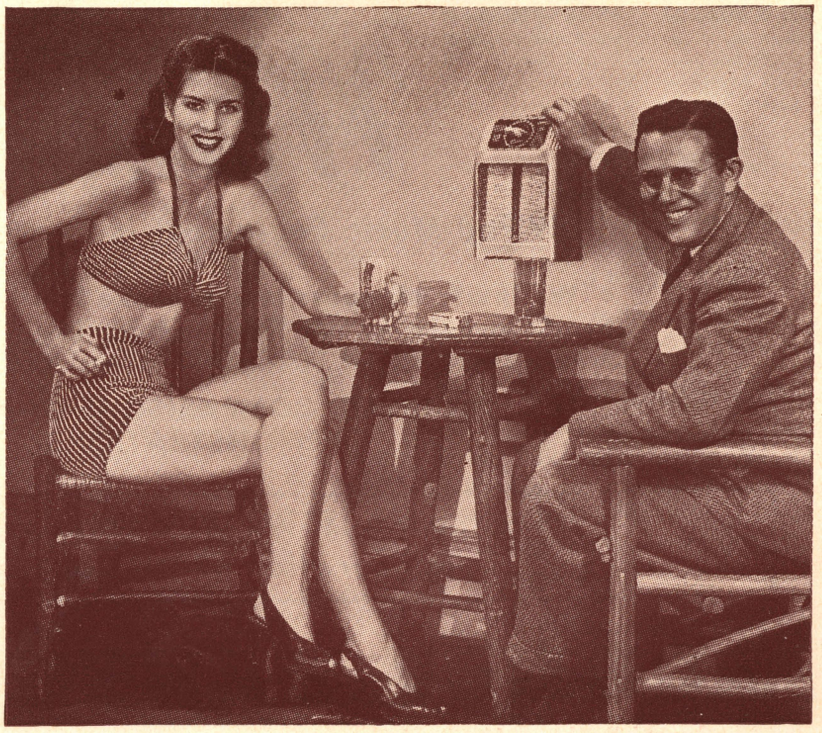
Boom conditions prevail in many South Texas towns and operators, particularly of vending and drink machines, are way behind. In some places black coffee is 10c a cup, 15c with cream; and other food, sandwiches and pies, and lodging are equally high in proportion.

Construction of the $13,000,000 airport at Corpus Christi, the $7,000,000 airport at Ellington Feld, a permanent national guard camp at Palacios, the Dow Chemical plant at Freeport, reopening of the shipyard at Orange, and others are causing these abnormally good times. ◆

Double Value Phono Reported Strong

BROOKLYN, N. Y. — Introduced six months ago, D. Robbins & Co.'s Double Value Phono is going strongly, according to report from Dave Robbins, who stresses the fact that this equipment is not intended to replace straight nickel machines in locations having them, but to get business in those where a more expensive machine would not be profitable.

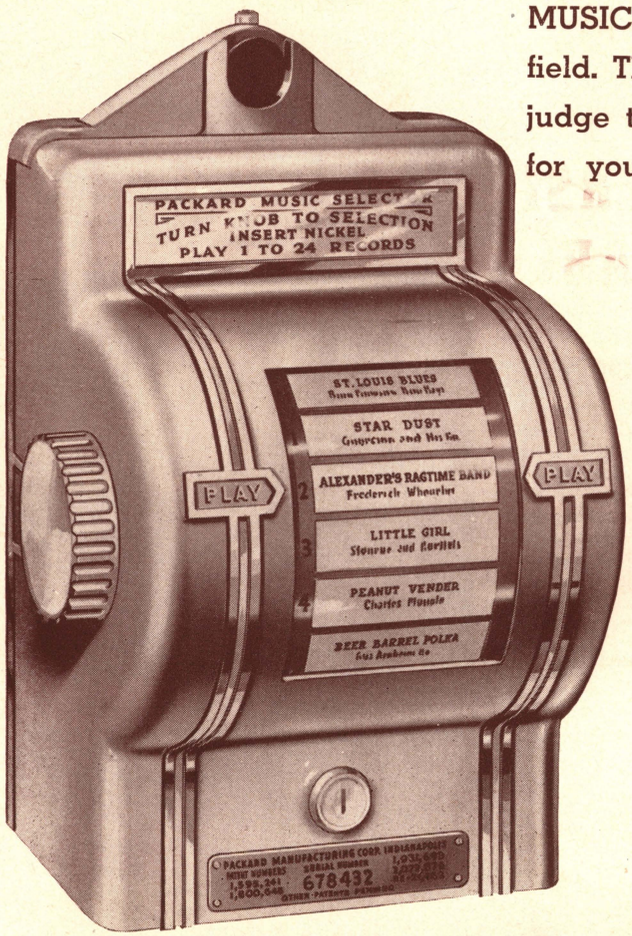
Holding 16 records and offering patrons two selections for a nickel, Double Value Phono is said to sell to the operator for less than $100. An advertising mirror attached to the top of the cabinet reportedly attracts attention and stimulates play. Prompt delivery is being made, according to Robbins. ◆



DeWitt "Doc" Eaton, eastern regional director for Buckley Music System, Inc., buys a tune for Jean "Buckley Music System" Martin at one of New York's prominent locations. Says "Doc", "It was a real thrill for Jean to see how well the boys in New York are supporting her campaign for more Buckley Music System installations."

TO ALL of you

—who are looking for the most profitable and the most efficient wall and bar boxes made . . .



We invite your comparison of the PACKARD MUSIC SELECTOR with ALL those in the field. There are 58 points on which you can judge the suitability of a wall and bar box for your locations. Of those 58, PACKARD MUSIC SELECTOR has 43. Some other boxes have as few as 7. PACKARD's nearest competitor offers 14 features.

Ask our distributor in your territory for a comparative check-list of points of superiority. Note these 12 EXCLUSIVE FEATURES OF PACKARD WALL-BOX:

1. Smallest box built today.
2. Housing interchangeable.
3. Selection made from title strip.
4. 100% cheat-proof
5. Select from either side.
6. Least quantity of wiring.
7. Easiest for title slip servicing.
8. Proper program lighting.
9. Drum selector.
10. Least number of operating parts.
11. No coin chute corrosion.
12. Self-wiring contact switch.

Then note the other features which PACKARD has and the others have not.

Don't buy ANY wall and bar box until you've examined them all! Then, when you buy PACKARD, you'll be ABSOLUTELY SURE you've made NO MISTAKE. You'll KNOW PACKARD IS BEST for PROFIT . . . OPERATING EFFICIENCY . . . ECONOMY . . . and BEST FROM THE POINT OF VIEW OF THOSE WHO GIVE YOU YOUR INCOME—THE LOCATION'S CUSTOMERS!

EXAMINE AND COMPARE TODAY — TOMORROW YOU'LL BUY PACKARD MUSIC SELECTORS!

Packard Manufacturing Corp.

HOMER E. CAPEHART, *President*

Kentucky and Morris Ave. **Indianapolis, Indiana**

Pictorially Speaking

Jack Gutshall

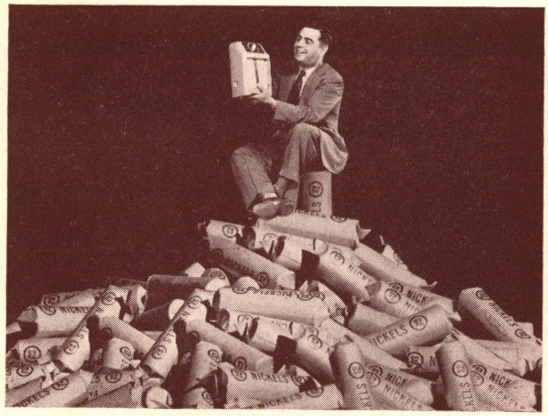
Esquire Music Gets Packard Exclusive

LOS ANGELES—Esquire Music Company, 2646 South Hill Street, has been appointed exclusive sales reperesentatives for products of the Packard Manufacturing Corporation in Southern California.

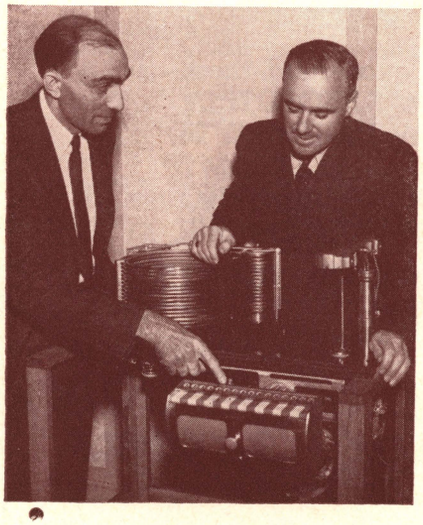
"We're really proud of our appointment," said Jack Gutshall of Esquire. "We've always had complete confidence in any product Homer E. Capehart has associated himself with. We believe his line of products for America's music merchants are the finest being offered the operator today.

"Esquire is the pioneer distributor of wall and bar boxes on the Pacific slope. Our success in this particular field played an important part in our being appointed exclusive sales representatives for Packard products. The new Packard Music Selector is a product no operator can afford to overlook. It gives the music merchant all of the features any operator wants in any box at a price that every operator can afford to pay. We will have this box on display at the Coast Show and we invite operators to make the Packard booths a 'must' on their list and be sure to see this revolutionary box." ◆

Max Kristol of the Montgomery Amusement Company, Portland, Oregon, made this Seeburg installation of machine and wall boxes in Oscar's Silk Hat Cafe in Portland. Jack R. Moore, Seeburg Distributor, reports Kristol is "going to town" with Seeburg boxes.



"It's the Buckley box for me" exclaims Jim Alle from his perch atop a stack of nickels collected from his Buckley installations. Jack Gutshall, of Esquire Music, introduced Alle to Buckley boxes sometime back and now Alle is one of the largest users in the country.



A. B. (Tony) Capers, Oakland, California, demonstrates the simplicity of installation on the Model 616 Packard Heads-Up Selector to Frank E. Clark, of Clark Novelty Company, Oakland.

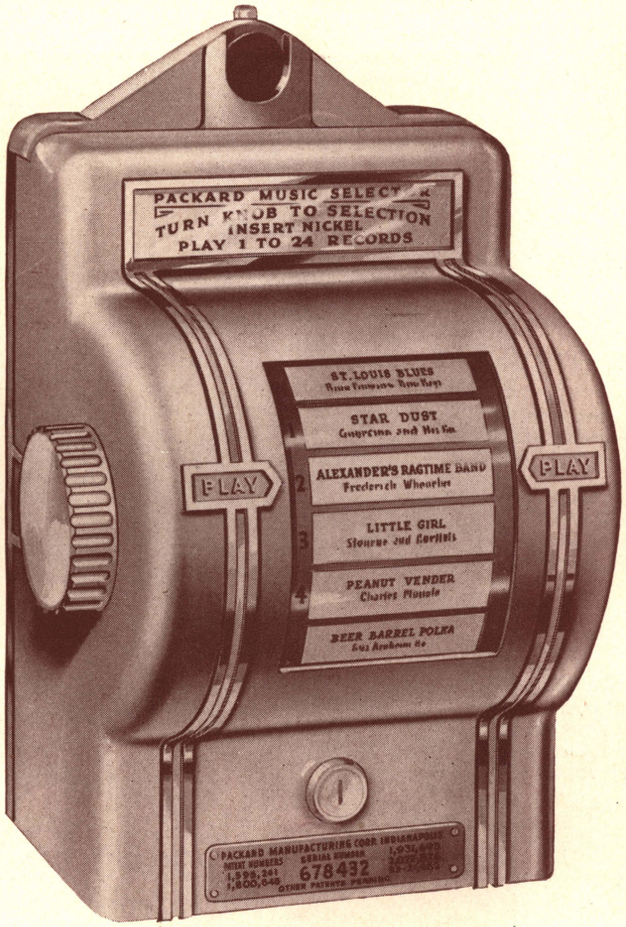
The above group of music operators and distributors welcomed Homer E. Capehart, President of the Packard Manufacturing Corporation, on a recent visit to California. Capehart explained the new exclusive features of his Selective Remote Control System and all the operators present were very enthused about Capehart's plans and Packard Manufacturing Corporation's new products. 1st row: Jack Gutshall (holding picture), Wm. Hansen, DeLoss Osborn and Bert Sanders. 2nd row: A. D. Osborn, C. E. Washburn, Ralph Benaderet, Ray Eberts, H. E. Capehart, W. E. Simmons, Steve King, H. R Smith, Frank Navarro, R H. Snyder, F. P. Carter, C. A. Robinson, Tom Catana, H. A. Brocamp (standing by window), Henry Charles, E. F. Benjamin, Wm. (Bud) Parr, Paul Johnson, Max Thiede and C. A. Walters (holding picture).

It's Not a whisper — it's a *SHOUT!*

HOMER E. CAPEHART'S

PACKARD MUSIC SELECTOR LEADS THE WAY!

EVERY FIELD has its acknowledged leaders. When it comes to wall and bar boxes, the leadership is wholly PACKARD'S . . . and operators aren't whispering the fact. They have ordered by the hundreds and advance orders run into the many thousands . . . certainly a tribute to PACKARD LEADERSHIP!



- More and *more* and MORE NICKELS!
- Complete housing interchangeable!
- Smallest box built today!
- Knob on THIS SIDE, too, for easy selection!
- Selections made from TITLE STRIPS —not numbers!
- 100% cheat proof!
- Least wiring . . . fewest operating parts . . . proper lighting . . . no corrosion!

73 COIN MACHINE REVIEW

Why wait? See the PACKARD MUSIC SELECTOR at the West Coast Show — See It TODAY at

W. E. SIMMONS

Regional Sales Manager for Eleven Western States

1025 N. Highland Avenue **Hollywood, California**

GRanite 4148

Record Score Sheet

KEY TO RATING

5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

3★ 10911 Larry Clinton
SEMPER FIDELIS (FT)
DANCE OF THE FLOWERS (FT)

3★ 10910 Shep Fields
THE BAD HUMOR MAN (FT VC)
I'VE GOT A ONE TRACK MIND (FT VC)

3★ 10909 Wingie Manone
DINNER FOR THE DUCHESS (FT VC)
WHEN I GET YOU ALONE TONIGHT (FT VC)

4★ 10908 Yvette
THESE FOOLISH THINGS REMIND ME OF YOU (V)
I'M IN THE MOOD FOR LOVE (V)

3★ 10907 Harry's Tavern Band
FIFE AND DRUM POLKA (Polka)
ROCK AND RYE (Polka)

4★ 10906 Glenn Miller
I'D KNOW YOU ANYWHERE (FT VC)
YOU'VE GOT ME THIS WAY (FT VC)

3★ 10905 Blue Barron
RIVER HOME (FT VC)
THE BELLS OF MONTEREY (FT VC)

4★ 10904 Bob Chester
MAY I NEVER LOVE AGAIN (FT VC)
BUZZ BUZZ BUZZ (FT)

3★ 10903 Benny Goodman
I'M A DING DONG DADDY (FT)
DIZZY SPELLS (FT)

3★ 10902 Tony Pastor
LET'S DO IT (FT V)
READY, GET SET, JUMP (FT)

3★ 10901 Vaughn Monroe
IS IT LOVE OR IS IT CONSCRIPTION (FT VC)
SO YOU'RE THE ONE (FT VC)

4★ 10900 Glenn Miller
SHADOWS ON THE SAND (FT VC)
FIVE O'CLOCK WHISTLE (FT VC)

2★ 10899 Harlan Leonard
PLEASE DON'T SQUABBLE (FT V)
A-LA BRIDGES (FT)

4★ 10897 Gray Gordon
CUTTIN' THE CLASS (FT VC)
AUTUMN ON THE CAMPUS (FT VC)

4★ 10885 Charlie Barnet
WINGS OVER MANHATTAN (1) (FT VC)
WINGS OVER MANHATTAN (2) (FT VC)

3★ 10896 Mart Kennedy
I'D LOVE TO LIVE IN LOVELAND (FT VC)
I'LL SEE YOU AGAIN (W VC)

3★ 10895 Mitchell Ayres
I GIVE YOU MY WORD (FT VC)
THERE WAS A LITTLE GIRL (FT VC)

3★ 10894 Blue Barron
YOU WALK BY (FT VC)
IT'S EIGHT O'CLOCK (FT VC)

3★ 10893 Glenn Miller
A HANDFUL OF STARS (FT VC)
YESTERTHOUGHTS (FT VC)

3★ 10892 Fats Waller
MY MOMMIE SENT ME TO THE STORE (FT VC)
DRY BONES (FT VC)

4★ 10891 Dorothy Lamour
MOON OVER BURMA (V)
MEXICAN MAGIC (V)

3★ 10890 Bob Chester
YOU'RE BREAKING MY HEART ALL OVER AGAIN (FT VC)
ARISE MY LOVE (FT VC)

3★ 10889 Shep Fields
WHEN THE MUSH BEGINS TO RUSH
DOWN FATHER'S VEST (FT N V)
I SURRENDER DEAR (FT V)

COLUMBIA

2★ 35766 Teddy Bear
MARCH OF THE TOYS (March)
DOWN IN TOYLAND VILLAGE (FT VC)

2★ 35765 The Charioteers
ONLY FOREVER (V)
I DON'T WANT TO CRY ANYMORE (V)

3★ 35764 Will Bradley
THE MOON FELL IN THE RIVER (FT VC)
SOMEWHERE (FT VC)

3★ 35763 Eddy Duchin
OLD, OLD CASTLE IN SCOTLAND (FT VC)
I HEAR MUSIC (FT VC)

4★ 35762 Kay Kyser
I'VE GOT A ONE TRACK MIND (FT VC)
YOU'VE GOT ME THIS WAY (FT VC)

4★ 35761 Kay Kyser
THE BAD HUMOR MAN (FT VC)
I'D KNOW YOU ANYWHERE (FT VC)

4★ 35746 Horace Heidt
I JUST WANNA PLAY WITH YOU (FT VC)
GOODNIGHT MOTHER (FT VC)

3★ 35745 Raymond Scott
STRANGER (FT VC)
YESTERTHOUGHTS (FT VC)

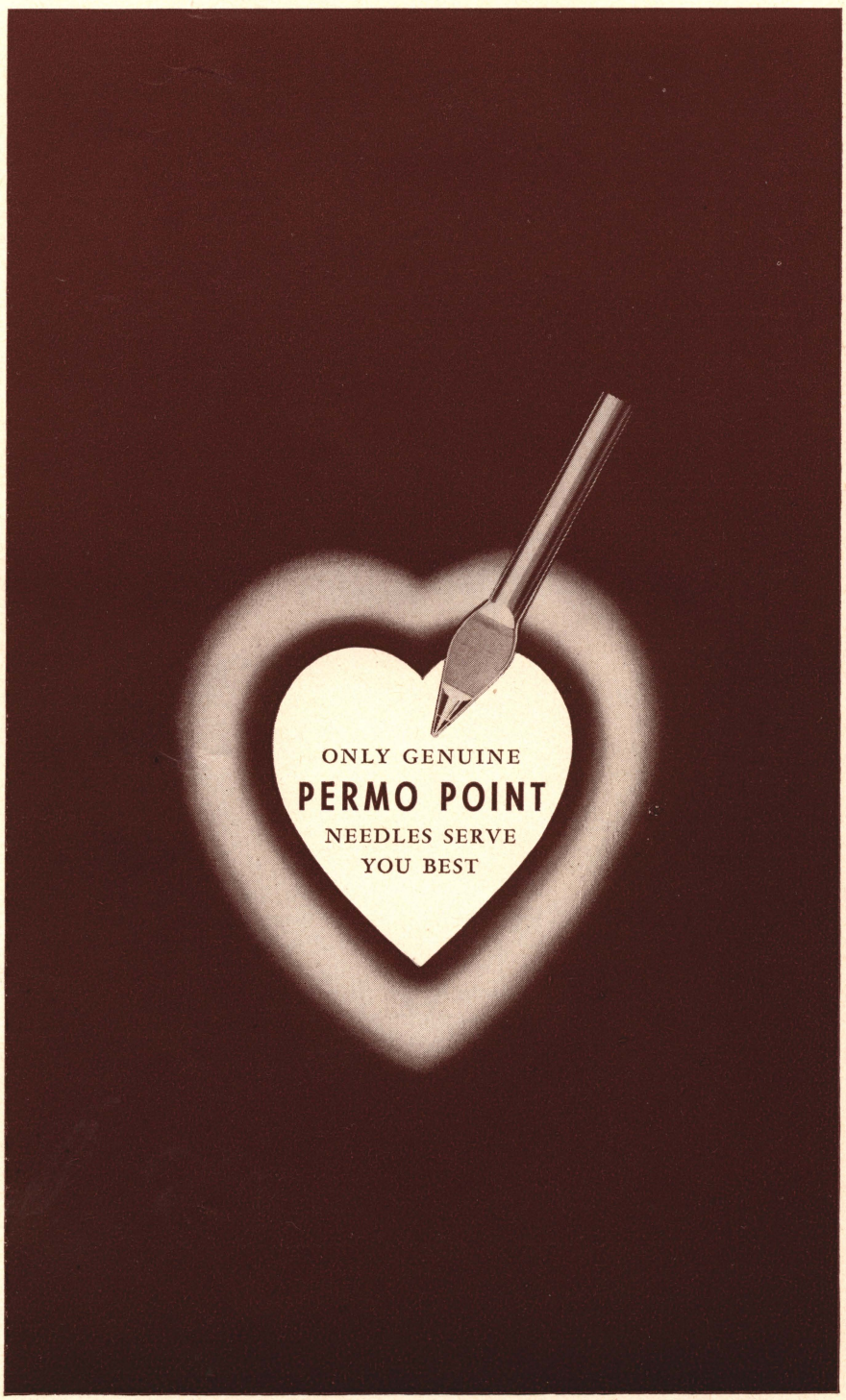
3★ 35744 Orrin Tucker
YOU'VE GOT WHAT IT TAKES (FT VC)
DANCING ON A DIME (FT VC)

DECCA

3★ 5885 Ross Rhythm Rascals
INDIANA (HB VC)
I'M HAPPY WHEN YOU'RE HAPPY (HB VC)

2★ 5884 Texas Wanderers
THE NIGHT WAS FILLED WITH MUSIC (HB FT VC)
OLD FASHIONED LOCKET (HB VC)

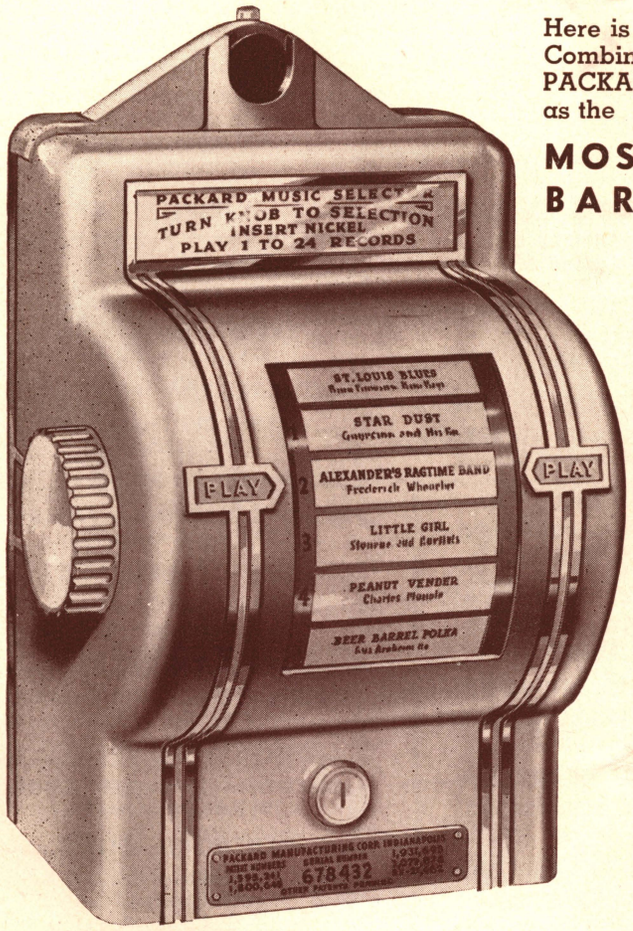
(See RECORD REVIEWS, page 76)



HOMER E. CAPEHART'S

PACKARD MUSIC SELECTOR

Establishing A New Era of Prosperity for Enterprising Music Operators!



OVERALL SIZE
9¼" high; 6½" wide; 6" deep

Here is definitely the last word in a Wall and Bar Box. Combining all the best known features in the field the PACKARD MUSIC SELECTOR comes to the operator as the

MOST COMPLETE WALL AND BAR BOX IN THE INDUSTRY

No other box can give you these features:

- Complete housing can be interchanged without altering.
- Selections made from title slips instead of numbers. Still the numbers appear in front of the titles.
- Positive loss insurance for the customer. A PATENTED FEATURE locking device prevents playing music by hitting it at any point. Coin returns to customer if selector is moved as coin is dropping, or if selection desired is not in the proper position.
- NO CORROSION TROUBLE. No wiring need be done inside the box. No soldering or points for corrosion. Deposits of vinegar, beer, salt or any other foreign substance do not reach the slug rejector or coin mechanism. The ONLY box built with a heavy bronze self-wiping selector switch, which means no corrosion or necessity of service.

These - - - and Many More Features are incorporated in this unusual Product. Come in TODAY for the complete story!

●

Don't Miss Seeing the Packard Music Selector at the West Coast Show.

D. H. OSBORN

545 Second Street **San Francisco, Calif.**

SUTTER 3983

4★ 3428 Teddy Grace
SEE WHAT THE BOYS IN THE BACK ROOM WILL HAVE (V FT)
I'M THE LONESOMEST GAL IN TOWN (V FT)

3★ 3427 Woody Herman
FRENESI (FT VC)
A SONG OF OLD HAWAII (FT VC) E

4★ 3425 Connie Boswell
NOBODY'S SWEETHEART (V)
DINAH (V)

4★ 3424 Tony Martin
YESTERTHOUGHTS (V)
A HANDFUL OF STARS (V)

5★ 3423 Bing Crosby
DO YOU EVER THINK OF ME (V)
YOU MADE ME LOVE YOU (V)

4★ 5880 Jimmy Wakley
CATTLE CALL (HB V)
THE OLD LADIES' HOME (HB V)

4★ 3420 Ella Fitzgerald
SO LONG (FT VC)
FIVE O'CLOCK WHISTLE (FT VC)

3★ 3419 Russ Morgan
DANCING ON A DIME (FT VC)
I HEAR MUSIC (FT VC)

5★ 3417 Bob Crosby
GONE BUT NOT FORGOTTEN (FT VC)
YOU FORGOT ABOUT ME (FT VC)

4★ 3415 Tony Martin
OUR LOVE AFFAIR (VC FT)
TWO DREAMS MET (VC FT)

3★ 3414 Deanna Durbin
WHEN APRIL SINGS (V)
WALTZING IN THE CLOUDS (V)

2★ 5879 Village Boys
I'M GONNA CHANGE MY WAYS (HB V)
NOTHING MATTERS TO ME (HB V)

2★ 5878 Delmore Boys
SILVER DOLLAR (HB V)
THERE'S TROUBLE ON MY MIND TODAY (HB V)

2★ 3408 Lou Holden
THE YANKEE DOODLE POLKA (INST FT)
THE SWISS BELLRINGER (INST FT)

3★ 3406 Russ Morgan
THE NIGHT HAS A THOUSAND EYES (FT V)
IT'S EIGHT O'CLOCK (FT VC)

3★ 3404 Bob Crosby
TWO DREAMS MET (FT VC)
DOWN ARGENTINA WAY (FT VC)

4★ 3403 Tony Martin
THE CALL OF THE CANYON (V)
MY NEXT ROMANCE (V)

OKEH

3★ 5831 Billie Holiday
I HEAR MUSIC (V)
I'M ALL FOR YOU (V)

4★ 5830 Ina Ray Hutton
A HANDFUL OF STARS (FT VC)
GOTTA HAVE YOUR LOVE (FT)

3★ 5829 Al Kavelin
WHO DREAMED YOU UP (FT VC)
WHATEVER HAPPENED TO YOU (FT VC)

2★ 5828 Al Donahue
BURNING THE MIDNIGHT OIL (FT)
THE BLUE JUMP (FT)

3★ 5827 Cab Calloway
YO ETA CANSA (Afro-Cubano VC)
LONESOME NIGHTS (FT)

3★ 5825 Dick Jurgens
THERE SHALL BE NO NIGHT (FT VC)
I WANT TO LIVE (FT VC)

3★ 5818 Ray Herbeck
IT'S EIGHT O'CLOCK (FT VC)
SHADOWS ON THE SAND (FT VC)

2★ 5817 McFarland Twins
THE ECHO OF THE ANGELUS (FT VC)
WHERE DO YOU WORK-A JOHN (FT VC)

3★ 5816 Count Basie
THE WORLD IS MAD—1 (FT VC)
THE WORLD IS MAD—2 (FT VC)

3★ 5815 Tommy Tucker
HOW COME BABY, HOW COME (FT VC)
SEVEN BEERS WITH THE WRONG WOMAN (FT VC)

4★ 5814 Gene Krupa
YOU'RE BREAKING MY HEART ALL OVER AGAIN (FT VC)
MOON OVER BURMA (FT VC)

2★ 5813 Sonny Burke
JIMMIE MEETS THE COUNT (FT)
BLUE SONATA (FT)

VICTOR

3★ 26788 Duke Ellington
IN A MELLOTONE (FT)
RUMPUS IN RICHMOND (FT)

3★ 26787 Ray Kinney
MOON OVER BURMA (FT VC)
JUST FOR YOU AND ME (FT VC)

3★ 26786 Tommy Dorsey
MAKE ME KNOW IT (FT)
WHEN I SAW YOU (FT VC)

4★ 26785 Wayne King
FALING LEAVES (FT)
GOODBYE, LITTLE DARLING, GOODBYE (FT)

4★ 26784 Lanny Ross
MOONLIGHT AND ROSES (V)
WHISPERING (V)

3★ 26770 Tomy Dorsey
YOU'VE GOT ME THIS WAY (FT VC)
I'D KNOW YOU ANYWHERE (FT VC)

5★ 26769 Xavier Cugat
CUATRO PERSONAS (VC)
FRENESI-RUMBA SON

4★ 26768 Kenny Baker
TWO DREAMS MET (V)
YESTERTHOUGHTS (V)

3★ 26766 Larry Clinton
DANCING ON A DIME (FT VC)
I HEAR MUSIC (FT V)

4★ 26765 Leo Reisman
DOWN ARGENTINA WAY (FT VC)
YOU'RE NEARER (FT VC)

3★ 26764 Tommy Dorsey
TWO DREAMS MET (FT VC)
WHEN YOU AWAKE (FT VC)

You'll Find
THE BIG NAMES
ON
COLUMBIA and OKEH

Columbia
REG. U.S. PAT. OFF.

YESSIR . . . the big names on records today are to be found on Columbia and Okeh records. Tie your music operations up to such names as Kay Kyser, Benny Goodman, Kate Smith, Horace Heidt, Will Bradley, Raymond Scott, Gene Krupa, Duke Ellington, Jimmy Lunceford, Cab Calloway, Ben Bernie, Hoosier Hot Shots and dozens of others.

These headline bands and artists will not let you down. Week in and week out they are providing you with nickel-pulling tunes that are remarkably easy to merchandise.

Drop in and listen to some of these hits Today!

—SAN FRANCISCO, CALIF.—
H. R. BASFORD CO.
425 Second St.

———BUFFALO, N. Y.———
W. BERGMAN CO.
Oak & Eagle Sts.

——CHARLESTON, W. VA.——
CHARLESTON ELEC. SUPPLY CO.
914 Kanawha St.

———RICHMOND, VA.———
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

—SALT LAKE CITY, UTAH—
FLINT DISTRIBUTING CO.
316 W. Second South

——ST. LOUIS, MISSOURI——
LAYER DISTRIBUTING CORP.
814 Walnut St.

——OMAHA, NEBRASKA——
MAJOR APPLIANCE CO.
2558 Farnam St.

———PHILADELPHIA, PA.———
MOTOR PARTS CO.
17th St. & Indiana Ave.

———DETROIT, MICH.———
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

———PROVIDENCE, R. I.———
PHILCO DISTRIBUTORS
17 Lyman St.

———LOUISVILLE, KY.———
PHILCO SALES & SERVICE, INC.
711 South First St.

———MILWAUKEE, WIS.———
RADIO SPECIALTY CO.
829 No. Broadway

———ALBANY, N. Y.———
ROSKIN BROTHERS, INC.
1078 Broadway

———CHARLOTTE, N. C.———
SOUTHERN BEARINGS & PARTS CO
315 No. College St.

———NEW ORLEANS, LA.———
SOUTHERN MUSIC SALES CO., INC.
327 Baronne St.

———DALLAS, TEXAS———
SOUTHWESTERN MUSIC CORP.
1707 Young St.

———HOUSTON, TEXAS———
SOUTHWESTERN MUSIC CORP.
1515 South Main St.

———HARTFORD, CONN.———
STERN & CO.
210 Chapel St.

———CLEVELAND, OHIO———
STRONG, CARLISLE & HAMMOND COMPANY
1392 W. Third St.

———MEMPHIS, TENN.———
WOODSON & BOZEMAN INC.
482 Union Ave.

Tomorrow's Song Hit Is Being Made Today

By JULIUS HABER

Sometime within the next few months, it is safe to predict, America will be swept by some new popular song—another "Beer Barrel Polka," or a new "Tuxedo Junction." Hundreds of thousands of its recordings will be sold, played by a Glenn Miller, a Hal Kemp or a Tommy Dorsey. The tune will be whistled, hummed and sung from coast to coast.

What the American public doesn't know is that in all likelihood the tune is being born right now in one of the major recording studios. Few people—and coin machine men are probably no exception—are aware of the machinery necesary for making a tune popular, or of the amount of meticulous care that goes into the actual recording problem.

The initial problem of selecting the numbers is big enough. At RCA Victor this is done at a conference between Leonard Joy, manager of popular artists and repertoire, and the orchestra leader. The selection usually depends upon two factors—the suitability of the number to the band's style, and the position of the song in the publisher's catalogs.

The latter factor is important since of all the songs published, only a limited number can be given the concerted drive of the publisher's promotion. Such tunes are assured of some degree of popularity since the publisher will make sure they are plugged on the air by the country's major orchestras. Recently, however, there has come the rise of such hits songs as "In the Mood," "Sunrise Serenade" and "Begin the Beguine" which can trace their popularity directly to one band's recording.

Once the number is selected, the band leader must confer with his arranger, plan the orchestration, assign the vocalist, make sure the chorus is in the proper key with his or her voice, and rehearse the arrangements. Often he wants to test it on dancers and perhaps make other changes before recording it.

In the studio, most orchestras record in a series of four or six sides at one session—two or three full recordings. This can be done in New York, Chicago or Hollywood where RCA Victor maintains permanent studios, depending on the location of the band at that time. On hand in the control room are usually two recording engineers and a musical supervisor.

Orchestral balance is the first consideration. The leader sits in the control room with the engineers while the band runs through the number. Instrumentalists are moved back and forth until the sound coming through the loudspeaker is blended perfectly. Four microphones are usually used—one for the sax section, one in front of the brass, one by the rhythm section, and one for the vocalists. For individual instrumental solos, musicians simply step up to the closest microphone.

Once balance is achieved, a test recording is made to be played back for the entire orchestra to hear. This permits correction of small mistakes and allows for variations in balance.

At this point the finished recording is transcribed. Two turntables operate, one consisting of a thin coating of compound "flowed" over a metal, the other—for emergency use—a solid plastic platter one-half to two inches thick. One is sent to the RCA Victor record plant at Camden, New Jersey and the other is held in reserve to be sure the first has been safely delivered and used; it is then ground down and used again.

Sometimes it may take two or three hours to record just two sides. At other times it is possible to complete six in three hours. It all depends on the numbers, the band, and the mood. For example, during the recording of "Tuxedo Junction." Glenn Miller spent an hour-and-a-half shifting his men and instruments around in order to get a perfect balance. His next two sides during the same session were recorded in an hour.

Every so often a band hits a snag while making a master recording; a trumpet player will drop a mute, a sax man will rustle his music, a singer will catch a frog in her throat. The "take" is spoiled and the recording must be done over. In making "Study in Scarlet" Larry Clinton had a dozen attempts ruined by such mishaps before he achieved perfection. Bandsmen usually blame jinxes for such situations.

Hal Kemp's band is one of the most difficult to record because of his delicate reed effects and his blending of flutes, piccolo, brass clarinet and English horn in contrast to the full brass. "Hot jazz" outfits are generally the easiest.

To the casual visitor the studio would seem like anything but an integral part of the giant industry it is. The atmosphere is always informal, with musicians usually in their shirt sleeves, old slacks, or perhaps an old sweater. Fred Stulce, Tommy Dorsey saxaphonist, always takes off his shoes. Tommy himself airs his latest gags. Sammy Kaye is affable and friendly. Glenn Miller is invariably serious and concerned only with one thing—the recording job to be done.

Out-and-out jazz bands like Muggsy Spanier's often will make six test pressings before they're really in the mood to swing. While the records already in wax are technically perfect, Muggsy may feel that they lack the natural feeling and relaxation that good jazz should have.

During rest periods, all musicians drink pop from an automatic machine. Some days more than 200 bottles are consumed.

There are no office hours in a recording studio, and any hour of the day or night, including Sundays, will find the place in full swing. Sessions have to be arranged according to the different bands' or artists' schedules, and those playing theater or ballroom dates rarely arrive before midnight.

And that's how tomorrow's tune for your phonograph, or your wired music installation, is born. ◆

Greetings . . .

TO OPERATORS ATTENDING THE

Western Coin Machine Show

•

We Invite You

To Visit Our Showrooms and Learn How You, Too, Can Jump Into Wired Music Profits For Less than

$1000

(Per Unit of 10)

•

OSBORN MUSIC CO.

1154 West Washington Blvd.
LOS ANGELES, CALIF.
PRospect 6451

Pfanstiehl Aids Wired Music

CHICAGO — Declaring that "Tone is paramount with wired music operators," W. F. Hemminger, manager of the Pfanstiehl Chemical Co., has pointed out that the new and improved 4000-play Pfanstiehl Needle is of particular benefit to wired music operations since it's "the needle the girl operating the central studio can put in the tone arm herself and never worry about again until it's played at least 4000 times.

"She doesn't have to call a serviceman in to turn the needle after a certain number of plays," Hemminger continued, "and she doen't have to worry whether the point's going to break off, for it never does. It's these apparently insignificant items, coupled with the true tone of the round-pointed Pfanstiehl Needle that have made it a favorite with wired music operators all over the country."

Hemminger indicated that the rapid advance of wired music in the last few months made it imperative that exacting requirements be met for the needs of wired music operators. ◆

New

78 Improved

COIN MACHINE REVIEW

4000 Play

PFANSTIEHL NEEDLE

NO BREAK IN PERIOD

A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear.

NEEDLE MUST NEVER BE TURNED

One side of staff is purposely made flat to prevent turning. Reduces time of servicing.

ROUND POINT

Assures truer tone with less record wear.

POINT WILL NOT BREAK OFF

The special Pfanstiehl alloy point won't break off even under the hardest service.

4000 PLAY

The Pfanstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

PFANSTIEHL CHEMICAL COMPANY

Metal Division

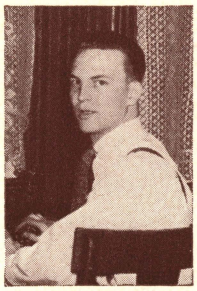
105 Lake View Avenue WAUKEGAN, ILL.

St. Louis

APOLOGIES TO MR. STEFFENS . . . PHONOGRAPH OWNERS MEET . . . SO DOES AMUSEMENT MACHINE ASSOCIATION . . . DECCA CHANGES . . . PERSONALS.

By ROBERT LATIMER

ST. LOUIS (RC)—This is a season of alphabetical soup in politics and association activity, with GOP, DEM, WPA, FHA and all in the headlines, as well as the coin machine industries' IBEW AND IAAEPO. Consequently an apology is due E. C. Steffens, president of IAAEPO for getting his recent talk in St. Louis to phonograph owners of the city mixed up with a concurent interest in IBEW discussion. Mr. Steffens is president of IAAE PO only, and has no connection with the electrical brotherhood, as erroneously reported in the October issue.



Robert Latimer

A number of changes were made in the bylaws of the Associated Phonograph Owners of St. Louis at the group's meeting of October 1 at the Statler Hotel. Plan now allows managers a more flexible hand in settling disputes over routes and location territory, and puts the association on an even, more workable basis. Grievance committees participated in a "fall cleanup" of all problems on hand, reporting at a round table discussion open to every phonograph operator in the city. Following the meeting there was a social period of cards, cigars and refreshments.

Fred Pollnow of Automatic Phonograph Co. is again seen along the routes, having spent a well-earned vacation in the Northern lake region—doing some good steady fishing.

Whitey Lehmkuhl of W. L. Amusement Co. is more enthusiastic than ever about the industry, having just returned from the Mills party out in Hollywood.

Martin Balensiefer reports back in St. Louis after a business trip to Chicago.

A number of changes have been announced at St. Louis' Decca office where Hit Parade music seems most in demand. Joe Turner is still swinging around the circuit, but Claude Brennan has taken up new duties at Denver which call for the cultivation of that sales territory. Bruce Evans is the new assistant manager here—a newcomer to the music field, and Bud Danforth of the traffic department has been promoted to salesman. Hildegard Koebbe, Decca's personable receptionist, announced her engagement early in October.

Sam Singer's Royal Novelty Co. is steaming ahead under forced draft in servicing stops in a district that has been dormant for the past eight years. New equipment and lots of it is the main reason for the firm's steady growth reports Sam. Fewer trouble calls, bigger volume and greater customer satisfaction are marked in Royal's books due to this policy. Royal's relacement plan has resulted in a net decrease of 50 units on location compared to figures of two months ago, but new equipment now accounts for 95% of all stock on location.

It is hearts, flowers and wedding marches for Mickey Silverstein and Jerry Levitt, Royal Novelty Co. field men. They will marry — no, not one another — late this month. Bob Shawcross reports back to work at Royal from a pleasure trip to Jefferson City. The firm's bowling team is showing good form at practice sessions held at the St. Louis Bowling Association Hall in preparation for joining league play. The line up includes Charley Quentin, Gene Payne, Bob Shawcross, Sam Singer and his brother, Bob. A merry Oldsmobile with Sam Singer at the gear shift can be seen any day along the routes. It's that "replace the old with the new" idea of his popping up again.

In the games field, war news and the arrival of machine-gun units of a half-dozen manufacturers recently brought an upsweep in sales. Deliveries are almost up to par, and ops report that their locations are running more smoothly.

The Missouri Amusement Machine Association's October 15 meeting was highlighted by a discussion relative to spot-purchasing from operator to operator. Open bidding, allowing the operator an opportunity to capitalize on carefully built goodwill, will be the system used whenever an operator leaves a spot. This, it is felt, will give every operator a better chance to realize on his investment of time and money. Bids will be okayed by the association, to make certain sure the price is fair.

The association is planning a winter dance, and similar frolics, which will help the boys to forget the nervewracking business of attempting to get every route in complete operation despite lack of new machines. Meetings are being held on regular schedule through the winter season, and there will probably be several more "special calls" to meet problems sure to come through increased number of operators in the city.

C. F. Burgess, of Marissa, Ill., was in St. Louis shopping the market for new equipment. Reports business good in everything but music. Jack Nelson, salesmanager of Rock-Ola Corporation, came down from Chicago to discuss wired music with local ops.

Carl Trippe of Ideal Novelty Co. was present at a reunion of old school chums held at Festus, Mo., early in October. Two tire blowouts were the only mishaps encountered on the trip. Ideal's bowling team has rolled into third place of the Midtown Businessmen's League, reports captain Leo Wichlin, chief kegler of Ideal's nine-member bowling fraternity.

Mr. and Mrs. Harry Davies of the Davies Novelty Co. and Art Heimke of the St. Louis Novelty Co. spent a belated vacation at Bagnell Dam fishing. Mrs. Davies caught one of the biggest bass on record—but when it came to the poker game, her luck didn't hold out. Andrew McCall of the McCall Novelty Co. is the proud father of a new baby girl. Engagement of Harry Eidelyman, McCall Novelty, most eligible bachelor in local coin circles, has been announced. Lee Guerke, of Advance Phonograph Co. is sporting a new 1941 Oldsmobile, and pleased with his new connection. ◆

• •

He: "I donated a pint of blood when I was in the country."

She: "Sick friend?"

He: "No, those darned mosquitoes."

Get in the Money with Music's Big Money-makers

LEO J. MEYBERG CO.

VICTOR RECORDS

LEADING THE "PARADE"

VICTOR
26784—Moonlight and Roses
Lanny Ross
26785—Falling Leaves
Wayne King Orchestra
26786—Make Me Know It
Tommy Dorsey Orchestra
BLUEBIRD
10904—May I Never Love Again
Bob Chester Orchestra
10905—River Home
Blue Barron Orchestra
SEE US IN BOOTH 12 AT THE WESTERN STATES COIN MACHINE CONVENTION, NOV. 18, 19, 20

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

San Francisco

PUBLIC RELATIONS PROGRAM DUE . . . WALL BOXES STRONG . . . WURLITZER'S PARTY . . . PERSONALITIES.

By RONALD PATRICK

SAN FRANCISCO—This town is a picture of many facets at this writing. There is the adjustment to the pinball tax legislation, and the matter of the music tax. There is the general business picture, the convention hubbub, late fall stock-taking and the gearing of operations for the over-holiday and through year's-end activity.

The $3.00 per month, per game, per location tax is a definite enactment and law today—retroactive as of October 1st. Installments are due, payable three-months in advance. This is acknowledgedly pretty stiff. But further complication arises from the requirements that all tenants having games located on their premises must be licensed and finger-printed at police headquarters. Several applicants have been refused licenses. Naturally, there are dozens of locations unwilling to go through with this seemingly incriminating procedure.

Another restriction is that all free-play is supposed to be discontinued. Lastly, installations must be in compliance with regulations of the city electrical board. This means an ample amount of grief and expense.

Major distributors and a number of top operators have been holding council on the subject. Plans of effective strategy are well underway for getting the entire development more satisfactorily back in hand. Of particular interest is an announced program of specific public relations to be instituted within the fortnight. One of the biggest names in the business will be put in this job as a full-time officer very shortly.

It is interesting to note the fervor with which operators and distributors of music alike are wading into the wall and bar-box development. Every make appears to be enjoying capacity business. Of particular significance is the universality with which operators sing the praises of box installations. Almost without exception the take is increased beyond anticipation. Likeliness is that this activity will continue many months. Actually, boxes give promise of opening greater phonograph sales in new locations by reason of the fact that they offer yield possibilities which heretofore barred many locations from music convenience.

Wired music is more than holding its own. Phono-Tel has a very attractive new bakelite cabinet that is catching the eye of many top operators in this field. An in-use signal that notifies all customers when a line is carrying play is one of its special contributions.

As a point of record it may be stated authentically that San Francisco and Oakland have each noticeably passed the 100 mark in wired installations. Oakland's equipment is all run by one association, headed by Geo. Bates, and operating from three central stations. Frisco operated from four independent stations, but with line use made available in most instances to any single operator who has a location or more to be served in the vicinity. Not all music operators look without misgivings toward the wired music picture. Claim by some is that it has compelled the wiring of spots for the most part unproductive of adequate take under the new setup, but which were good netters under standard arrangement. Campaigning is underway to woo a number of such locations back to the standard automatic fold by the inducement of smart new equipment coupled with counter, wall and bar-box hookups. There are several examples of significant success in this direction.

In general, the music picture in the bay cities offers little cause for complaint. Average collections have been encouragingly high, and the trend has been holding steady

Fred S. Nuemann, major domo of Rex Vending Co., announces his forthcoming move to a custom-built display room at 725 Larkin St. Arrangements will be completed by about November 15. Rock-Ola is the feature. A gala party is in the makings at this moment, with Rock-Ola factory representative Geo. Murdock much in evidence on the planning committee. A half-dozen of the town's top celebrities and top entertainers have already been contacted.

Wurlitzer also heigh-hoed with party festivities November 6, which have rarely been equalled in these parts. Hotel Sir Francis Drake was the setting, and 2:30 p.m. to . . . was the time. It was one of those big parties that are a true asset to the business and fellowship of the industry, and it took a big man to handle it. All credit to Bill Bye and his able crew, with special mention for newly arrived and able Myrl Park, regional sales manager.

Bill Corcoran and Geo. Bennett have been a wonder team in planting the entire area with droves of Buckley Systems.

Johnny Ruggiero holds the home stand for Jack Moore at a lively clip these brisk days. Business seems to be continuing pretty much on the Bally Rapid-Fire pace.

Sam Tessler, on the Oakland side, is a busy one, moving effectively in many different directions. A distributor, and in both games and music operation and service, he's been doing a yeoman job. His organization has around 12 employees, and you'd think it 50, from what they accomplish.

Here's a nifty note plenty of Jack Adler's friends have been waiting for. Jack, most of you know, is Sam (Speed) Tessler's right-hand man. Well, Jack's done it! Has off and married an Oakland gal. At present writing they're honeymooning in Yosemite.

Mills Sales Co.'s Oakland office shows every sign of prosperity in a big way. Sales-manager Warren Taylor says the whole

PHONOGRAPHS·FREE PLAY GAMES

Large Stocks Always on Hand. We Carry All of the Latest Games of

CHICAGO COIN · BALLY · KEENEY · STONER
GENCO · EXHIBIT · GOTTLIEB · BAKER

and numerous others. If you don't see what you need, ask for it.

• USED GAMES •

LEAD OFF	O'BOY	SNOOKS	VARIETY
SHORT STOP	UP AND UP	CIRCUS	PYRAMID
HEADLINER	AIRPORT	STOP 'N GO	ROLLER DERBY
CHEVRON	HOLDOVER	ZENITH	ZIP
TOPPER	DOUBLE-FEATURE	BOX SCORE	TRIUMPH
	CHUBBIE	ROTATION	COWBOY

STEWART-McGUIRE 1c and 5c VENDORS, Special, ea...$ 3.50
WURLITZER ILLUMINATED COUNTER MODEL 61..... 92.50
WURLITZER 500's 187.50
BAKER BABY GRAND LIGHT UP SELECTOR FOR 616 Model..... 12.50

Keeney Wall Boxes, Bally Rapid Fire Machine Guns, Rock-Ola 1940 Luxury Lightup Models at Special Prices.

OAKLAND AUTOMATIC SALES CO.

121 10th St. Oakland, Calif.

works are moving at a remarkably firm pace. A special pickup has been noted in the penny item devices. Also, a considerable and steady demand for Mutoscope's Photomats has been noted over the past 30 days. Mutoscope's Sky-Fighters are still keeping a bright place in the sun.

Significance of the Mills picture is that, from the bay area standpoint, the scope of their sales operations give a rather authentic indication as to the general trend for the whole territory. Incidentally, Taylor's observation on the pickup in the merchandise vending line, tallies 100% with Wallace's disclosure in the same department for S.F.'s Viking Sales Co. In short, all tabulations indicate a steady and rising curve accelerating the entire industry. ◆

Operator Support Sought by B.M.I.

NEW YORK—In the face of frequently recurring threats of music operator taxation by the powerful American Society of Composers, Authors and Publishers, there has arisen a new organization, Broadcast Music, Inc., which offers in return for popularizing support of musicmen in the field of coin machines eternal freedom from taxation for tunes.

Pointing out that ASCAP long ago forsook its original intention of fostering music and distributing income equitably, when it became a small, self-perpetuating clique, Broadcast Music, Inc., has set out to rescue the independent writer, with the result that new music with a striking freshness is now being heard for the first time. At the same time payment for performance of music is being made on a basis of actual use, rather than by the whimsy which assertedly dictated it in the other organization.

In addition to the wealth of new material by native American musical talent, BMI has announced the signing of a contract under which, for a term of years with options, it will obtain exclusive performing rights to the principal catalogs of Latin and Central American music, including those of Southern Music Publishing Co., Inc., Southern Music Internacional, Editorial PHAM, Mexican Association of Authors and Composers, Inc., and Editorial Argentina de Musica Internacional, and to the catalog of E. C. Schirmer Music Co. of Boston.

In excess of 4,000 works—over 3,000 of which have been recorded—have been obtained under the contract covering South and Central America, which becomes effective January 1, 1941; more than 80% of all works played by leading orchestras specializing in Latin American dance music is included in this repertoire, and there is also music of an international flavor and of a serious character.

The Schirmer contract, as of October 1, brings an added 4,000 new copyrights to BMI, making a total of some 14,000 musical works which will be directly controlled at the beginning of 1941. Current and future additions to the Schirmer catalog are included in the agreement. ◆

Out They Go—

ALL FREE PLAY GAMES
ALL IN FIRST CLASS CONDITION

Triple Threat	$15.00	Follies	$29.50
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Imps (like new).....$8.50

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If there is something that you want and it is not on this list, let us quote you a price on both your new and used equipment needs.

MAP SALES CO.

1120 GOLDEN GATE AVE. Phone WAlnut 2924 SAN FRANCISCO, CAL.

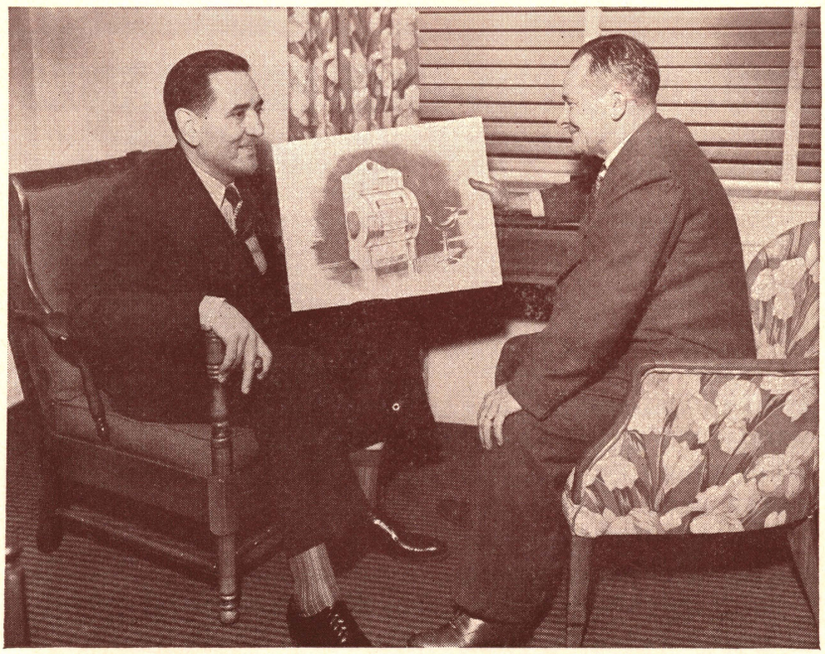
Buckly Announces Musical Development

CHICAGO—The year 1940 has established an entirely new trend in music, which has been in the making for the past four years, according to executives of Buckley Music System, Inc. This has been a problem in merchandising, in making it easier for people to make their purchases, and like every new development it has greatly increased both demand and business, with music receipts in retail establishments frequently increasing from 100% to 300%.

This new development was brought into the engineering field by Buckley Music System four years ago, executives claim. At that time the music box—or wall box, as it is now called—was not new. But the selection feature was, and the idea of making it function automatically had to be developed.

In the beginning the Music System offered 12 records, but further development suited it to 16, 20, and 24 records, and at the same time Buckley's exclusive Direct "Touch-to-Touch" system was inaugurated.

Now, for the first time in music history, Buckley is releasing a 32-record system, providing both novelty and a greater range of selection marking another great development in the music field. **This new development, as well as new ideas in Music System design and construction, will be seen for the first time at the Western States Coin Machine Convention, this month, at the Biltmore Hotel, Los Angeles.** ◆



Frank Navarro, one of the largest phonograph operators in Southern California and Mexico, and W. E. Simmons, Western Division Manager of Packard Manufacturing Corporation, are discussing the new exclusive features of the Packard Music Selector and Packard Selective Remote Control System.

Philadelphia

PHONOGRAPH OPERATORS NAME NEW OFFICERS . . . OPS SEE PANORAM PREMIERE . . . WIRED MUSIC STRONG . . . NAPA SUIT.

By HARRY BORTNICK

PHILADELPHIA (RC)—Local coin machine and phonograph operators are indirectly benefiting greatly from the defense program for they are getting thousands of extra plays from men who are returning to work for almost the first time in a decade. Philly's tremendous factories, naval shipyards and stores are all busy on government orders and everybody here seems to turn toward music or pinball machines, during their lunch or relaxation periods. So operators now are smiling again even more widely than when they first discovered the bonanza to be found in this new industry.

Elections were held in the country's most powerful music organization, the local Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, on Thursday, October 24. This meeting was held in the organization's headquarters at the Schaff Building, in Philadelphia, and was attended by almost a hundred percent membership.

Harry Bortnick

Elevated to the presidency by a majority vote was Charles Young, operating as the Delaware River Music Co., and who had previously served the group as a member of the board of directors. Young succeeded Phil Frank in this high office, and was the first New Jersey member—he is from Haddonfield—to hold the highest office in the Phonograph Operators' Association. Retiring President Phil Frank, head of the Automatic Vending Corp., Chester, Pa., was named to the board of directors, thus changing posts with Young.

Retained as vice-president for a second term was Jack Sheppard, whose fine work in his office was rewarded by virtually unanimous election to the job which he had made highly important by his conduct of the work.

Secretary is popular, friendly Harry Elkins, Royal Distributing Co., who succeeded George Fields of Fields & Murphy, Norristown, in this writing position. Harry promised a sweeping change in making his notes highly interesting and authoritative.

Unanimously re-elected to handle the Association's funds as Treasurer was Joe Mellwig, Cameo Amusement Co., against whom there was no opposition because of the fine manner in which he handled the organization's dough.

The board of directors now consists of Frank; Lou Sussman, Lyric Amusement Co.; Art Pockrass, Universal Ameusement Co.; William King, Quaker Vending Co., and George Field, retiring secretary, all of whom will represent the Pennsylvania membership while the New Jersey operatrs will be represented by Lou Hinden, Garden State Amusement Co., Camden and William Mongan, operating under his own name from Berlin, N. J.

Withdrawing from the board of directors are I. Friedenber of the Atlantic City Music Box Corp. and Sam Weinstein, Mutual Music Co.

Only details which we have of the election held by the Upstate Branch of the Phonograph Operators' Association, concerned the election of John Moran, Pittstown, as President of the Chapter.

A large delegation of local operators, including more than 20 members of the Phonograph Operators' Associations and an equal number of pinball operators were the guests of the Keystone Novelty & Mfg. Co. —Mills Novelty Co. distributors—and Bill Helriegel, as they traveled to the New York premiere of the new Panoram movie machine. All operators returned to Philly with enthusiastic reports about the money-making possibilities of the machine which will be distributed shortly in this district.

Thomas Mullin of Allentown, who for the past two years served as manager of the Harrisburg chapter, has recently severed his connection with the group. He will call on the upstate phonograph members as a representative of the local Rock-Ola Distributor, Keystone Vending Co., which is headed by Sam Stern. Mullin has made many friends among music operators and should do a fine sales job for Rock-Ila in the mid-state territory.

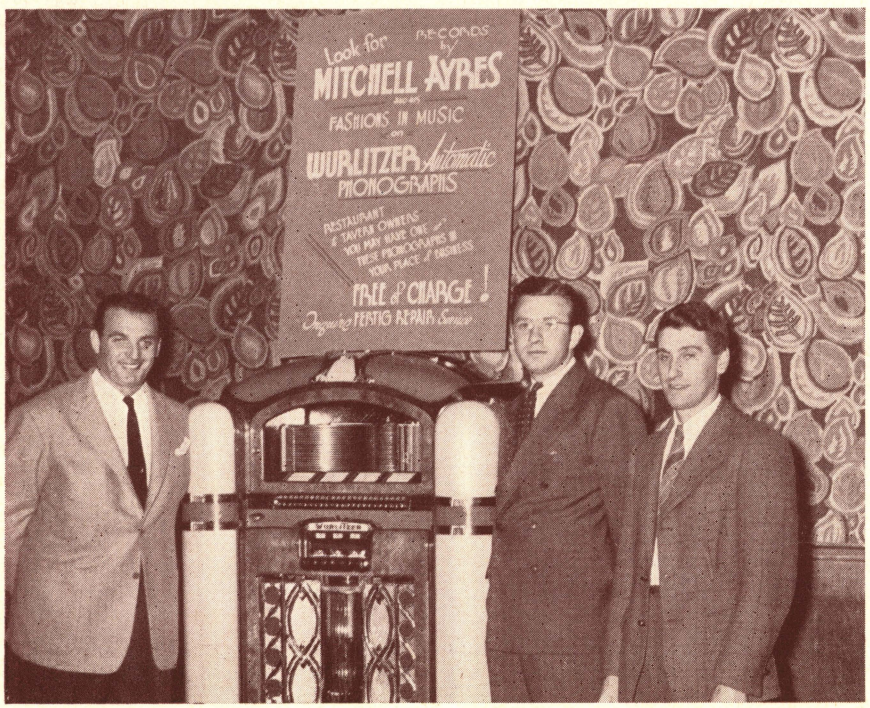
Mullin's successor as business manager of the Harrisburg chapter of the Phonograph Operators' Association has not yet been appointed. All communications should be addressed to the secretary, Sol Hoffman, Tri-State Music Co., Harrisburg, Pa., who will temporarily conduct the business affairs of the organization in that district.

Universal Amusement Co., headed by Artie Pockrass, has been appointed local exclusive distributor for Buckley Music System, Inc. DeWitt "Doc" Eaton, eastern regional director for the manufacturer, who made the appointment, spent several days with Pockrass conferring on promotional plans. Artie said that he will hold a party-showing of the new product shortly and will extend invitations to all operators in this district.

Another new product which is receiving considerable attention from operators and the public is the Automatic Hostess Music Studio. Robert Harper of the AMI, announced the opening of a studio for this unique product at the Washington Square Building, 108 South Seventh Street, Philadelphia. Operators wishing to see this operation may secure passes from the AMI, offices of which are located at 2041 Fairmount Avenue. Large installations have been located at several important spots in the city, notably the Venture Inn night-club and a large tap-room on Arch Street, and other installations will be opened shortly at Wilkes-Barre, Scranton, Wilmington, Dela., and perhaps also at Pottsville, Pa. Harper is doing a fine job of promoting this product for AMI, having secured a full-length feature-article publicity for it in one of Philly's leading daily journals, and promoting interest in it among locations.

Tippy Kline of the Premier Music Co. and Sam Weinstein of the Mutual Music Machine Co. have recently combined their extensive routes and have also gone into the distributing phase of the industry, taking on distribution of Homer Capehart's Packard Mfg. Co.'s products, including the company's new "Heads-Up" Selector and the numerous other products expected to be released soon. Kline and Weinstein, now partners, will shortly open a centrally located Philadelphia showroom to display the full line.

Frank Engle and Mike Spector, heads of the booming Automatic Amusement Co., local Seeburg distributor, which in a shorter time than any other organization has stepped into a top-notch distributing position—are now showing the new Seeburg Wired Music Studio equipment at



Smart music merchandising was demonstrated recently in Bradford, Pa., when Bill Fertig (right) got John Finley (center), manager of the New Bradford Theater, to install one of his Wurlitzer 800's in the lobby during the personal appearance of bandsman Mitchell Ayers (left). As the sign over the machine indicates, location owners were invited to have similar machines installed free of expense in their places. The result: good.

their headquarters, 921 North Broad Street. This merchandise will be prominently displayed in their showrooms for a considerable time.

The long threatened suit by the National Association of Performing Artists, headed by James J. "Jimmy" Walker and orchestra leader Fred Waring, against local phonograph operators and distributors has finally been filed in Common Pleas Court. The NAPA filed suits against Irwin Newman, trading as the Modern Music Machine Co.; Edward "Tippy" Klein, operating as the Premier Automatic Music Co. and Maurice Finkel and Alexander Weiss, High Point Amusement Co. They also filed suit against a location on which a phonograph was placed, the Gay Nineties Cafe.

In their suit the NAPA sought to obtain a share of the profits from renting the phonographs in which the records of their members were played. A suit has already been filed against leading broadcasting companies to prevent them from playing records unless they are paid a share of the profits from renting the recording time. This suit against local operators in the first of its type to be filed in this country, although various organizations have previously attempted to wrest a share of the profits from the phonograph-recording business.

The three defendants have selected a well-known firm of attorneys to handle their defense and represent them in the case.

Congratulations are now in order for Ben Fireman, who became the proudest pappy in this city when his wife bore a baby boy, who was promptly named Barry, on Monday, October 28, at the Mt. Sinai Hospital. The child weighed 8½ pounds. He will be heir to the large business built up by Fireman under the name of the Automatic Sales Co.

Another pappy of recent creation is Chester Ely who also became the father of a boy, name unknown at press time.

All operations of music machines are now making some use of the recently released-to-phonograph-operators classical records cut by RCA Victor. While use of these discs is not yet great, their importance will be increased as the public realizes that they may listen to some of the greater tunes via their nickel music machine.

Frank Kuhn is making plans to sell his phonograph route and retire temporarily from business for a well-earned vacation.

Condolences are being offered by operators to Sam Weinstein whose father passed away early this month.

Newest Amusement Machine Association members are Bertram S. Sclein, whose machines bear the sticker of the Twentieth Century Amusement Co., and Harry D. Steinberg, who has recently opened a vending machine concern. Paul Rappaport is another to invade the trade, operating his pinball route as the Girard Amusement Co.

PLAN NOW
TO ATTEND THE
WESTERN STATES COIN MACHINE CONVENTION
★
LOS ANGELES BILTMORE
NOV. 18-19-20
The Biggest Show
Ever Staged in the West
DON'T MISS IT!

Homer E. Capehart, President of the Packard Manufacturing Corporation, and A. D. Osborn, Los Angeles, one of the oldest men in the automatic phonograph operating business in the United States, had a great many things to talk over during Capehart's recent visit to the Coast. Capehart is showing Mr. Osborn the new Packard Music Selector and explaining the Packard Selective Remote Control System.

New Cointrolled Movie Features Previewed

HOLLYWOOD—Peter Ratoff introduced his new company, Song-O-Graph, to an invited audience at the Esquire Theater, here, October 22, in a presentation designed for the entertainment of the general public and constructed strictly with the idea in mind of making money for the flock of new exhibitors expected to provide entertainment of this sort for the patrons of cocktail bars and night spots.

Song-O-Graph made shrewd use of the formula that an unpretentious production delivering solid entertainment will keep the nickels and dimes rolling in, and the premise, based on the success of the automatic phonograph, wired music and bar boxes, that at least at the start entertainment must be of the song-and-dance variety.

In the new film a bevy of personable girls who are not hard on the eves, sing and dance well enough to keep the audience asking for more. Production showed need of some editing—which was expected, since this was a preview—but all in all it may be judged satisfactory fare for the coin operated machines.

Good tunes written especially for the subjects carried a swing which may have the customers whistling them after a few plays. Novelty was presented but not unduly stressed.

Subjects were three in number: "Bundle of Love," featuring Gene Grounds and The Dreamers, six cute kids who sing and dance; "Boy Meets Girl," featuring Betty Wells and Tex Brodus, both of "Meet the People," and "Bank of Love." Miss Wells made an injudicious use of makeup in her first appearance, but this fault was not noticed in the second spot, which she also shared with Brodus.

Ratoff's pictures used music by Rudy Schrager, lyrics and screen play by Herb Stahlberg, photography by Glenn MacWilliams, and direction by George McNulty. It is reported that the first three are a permanent part of the organization, scheduled to work on future productions.

Ratoff makes no pretense of "colossal" production, asserting he is making pictures strictly on a basis that will make money for the operators who will be able to rent them at a price they can afford, and it is expected that they will be available to any and all operators regardless of the equipment they use. There is a possibility, however, that the subjects may be sold outright to one of the big companies.

It is not easy to produce shorties at a figure which will enable the operator to change subjects regularly and still come out on the right side of the ledger, but apparently Ratoff has done this. Noted in the audience were several competitors, there by invitation. To allow that requires a lot of confidence in a production, or a lot of "what it takes." ◆

Decca Has New Rep, Holds Southern Meeting

HOUSTON, (RC)—Don C. Bruce, formerly with Strauss Frank Co. of San Antonio, has now taken over the San Antonio territory for Decca. He reported excellent business and said he was pleased with his new connection.

E. F. Stevens, Jr., vice president of Decca Records, Inc. of New York, recently held a general sales meeting at the Roosevelt Hotel in New Orleans with district manager R. N. McCormick for all Southern Branch Managers. J. M. McConnell, of Houston attended the meeting. ◆

Be Sure to Come

The Biggest Event Ever Staged in Western Coin Machine History!

The 1940

WESTERN STATES COIN MACHINE CONVENTION

Hotel Biltmore — Los Angeles

November 18-19-20, 1940

SEE:

- Displays of more than 50 Manufacturers in the most beautiful Exposition room in the country—the exquisite Galeria Room of the Biltmore.
- Scores of new machines, products of East, Middle West and Western manufacturers never before grouped together.
- Wired Music on Parade. A complete display of the leaders in the field. Your first opportunity to see all types of Wired Music Equipment in one grand display.
- Movie-Phonographs. Hollywood is the very heart of this new industry. See the dozens of machines being manufactured in the movie capitol, the films available, etc. The FIRST display of this type of equipment at any show in the United States.

ENJOY:

- Tuesday's Celebrities Luncheon in the magnificent Music Room of the Hotel Biltmore when stars of Stage, Screen and Radio will vie for radio time with big names in the Coin Machine Industry. The big names on phonograph records will be on hand for a handshake with the operators.
- Wednesday night's colossal Ball and Banquet at the exclusive Wilshire Bowl in the Miracle Mile of Los Angeles. Phil Harris and his orchestra will furnish music for dancing until 2 a.m. An 8-act Big Time Vaudeville floor show under the direction of Lou Dorn, Hollywood's ace talent scout, will be presented, plus a special program for release over the coast-to-coast Mutual network for thirty minutes.

DON'T MISS IT

Make Your Plans NOW to Attend!

Repeatoscope Unit Has Automatic Projection

NEW YORK CITY—Operating on the theory that there is a much broader field for movie machines than for coin-operated phonographs, since only one of the latter can be used in a location, while several movie units could be employed, and that the movies would find employment in thousands of locations where phonographs could not be used at all, engineers have conducted commercial testing for nearly ten years and completed a unit called Repeatoscope which is now available to operators.

Long-sustained, trouble-proof, economical and efficient service is claimed for the Repeatoscope device which, according to executives, eliminates the theory of employing ordinary films for automatic work by substituting basically patented, composite metal-mounted films which deliver upwards of 2000 exhibitions of each film print without breakage or need for supervision and attention.

Costing no more than ordinary films to manufacture, these films assertedly deliver 20 times the volume of service without any breaks. Long periods of testing reportedly show the machine's capability of meeting profitably the mechanical and commercial demands of automatic move projection at a fraction of the cost of any other method.

The Repeatoscope projects silent pictures since it is felt that locations where the distractions of sound would be permitted are relatively rare. Subjects for use in the machine are available from a wide field of sources and may be utilized whether originally photographed in sound or not. News reels, stock short libraries, war scenes, sporting events, dance features, nature studies and other subjects are in the reservoir of material.

The unit is 15½ inches wide by 24 inches deep by 6 feet high. Its sign measures 12½ by 12½ inches, has a viewing aperture of 7½ by 4½ inches, and projects an image 6 inches by 8 inches. Film is non-inflammable, and up to the equivalent of 130 standard feet may be used. The machine is said to be equipped with slug rejector mechanism, coin counter, locked cashbox within the cabinet, and an automatic mercury cutoff switch in the event of mishap. ◆

Time-Payment Plan For Rapid-Fire

CHICAGO — A nation-wide, uniform time-payment plan for purchase of Rapid-Fire machine-guns, based on an extensive survey of machine-gun earnings and available locations, has been announced by Bally Mfg. Co. "In view of the terrific demand for Rapid-Fire, operators are urged to lose no time in contacting their distributors, who will explain the details of our liberal plan," suggests George Jenkins, the firm's general salesmanager. "A small down-payment gets the operator started: players pay the balance by pouring nickels into the chute for the biggest amusement bargain in history."

Although thousands of these devices are said already to be on locations, Bally assertedly waited for proof-positive before announcing the plan, "because we believe that a policy of 'be-sure-before-you-sign' is the only smart one for operators purchasing equipment on a deferred-payment basis." Earning power, long life and mechanical performance of equipment, some of which has been in continuous operation for three to five months, are claimed as justification for the program.

Acceptance of the Bally machine-guns with diving submarine target by New York operators is credited with getting President Ray Moloney to abandon his membership in the No-Airliners-for-Me Club when he hastened back from a visit to Jack Fitzgibbons' office to step up production several notches. This increase was necessitated further by the time-payment plan, and by urgent demands for units.

Typical of the latter case was the recent placing of his third carload-order by Sam Taran, head of Mayflower Novelty Co. of St. Paul, who flew to the Bally plant bearing with him a five-figure check for payment.

Battery operations of Rapid-Fire are reported soon to be in full blast in almost every section of the country. Termed ideal for the purpose, it is pointed out that "it is a 100%-legal amusement game whose exclusive skill adjustment feature insures thrills for every player, from the lady whose experience with weapons has been limited to fly-swatters, to the skeet-shark who declares war with the assertion that 'I won't quit till I score 100.'" Further, in its appeal to defense-minded Americans, operators are finding that a vacant store quickly becomes a gold-mine when equipped with a battery of Rapid-Fire machine-guns, the vacant building thus becoming a "Shoot-Store," it is declared. ◆

• •

"What have you been doing in front of that mirror for the last hour?"

"Trying to see how I look with my eyes shut."

• •

Cop: "Why didn't you get out of the lady driver's way?"

Pedestrian: "I didn't know what she was driving at."

CHICAGO SHOW
JAN. 13, 14, 15, 16
PLAN NOW TO ATTEND

Counter Conversion Phonograph Clicks

CHICAGO—The fact that a full 85% of all sample orders shipped so far have brought repeat orders is taken as an indication that the recently-introduced Miraben counter model cabinets, manufactured by the Miraben Co. to receive a 16-record Rock-Ola phonograph chassis, fills a long-felt need, according to executives of the firm.

"Despite their really fine mechanisms, many of which are in perfect working order and not to be surpassed by anything on the market today, there are thousands of 16-record phonographs useless and lying rotting in operators' basements throughout the country because of obsolete cabinets," executives explain.

"The Miraben counter model cabinet has been designed to receive perfectly the 16-record chassis, and as a result the operator has a machine of dazzling beauty, marble-glo'd in two tones and lavishly decorated with highest-quality plastics which light up and are a sparkling attraction. The counter model is perfect for any spot and fits any location, as demonstrations have proved, with splendid returns for operators. A speaker cabinet which matches the counter model handsomely is included as part of the equipment.

"Lacking any precedent for a unit of this sort, the creation of a 16-record model was a job requiring a good deal of experimenting and development work," officials assert, "and shipments are being made as promptly as possible through the flood of orders already received at the plant." ◆

Court Asked to Establish Wired Music Rights

LOS ANGELES—The dispute between Rodney Pantages, Inc. and J. P. Seeburg Corporation as to who has the exclusive right and license to manufacture and sell wired music machines under the so-called West Patents has reached the court.

The Wests initiated the proceeding by filing a complaint for declaratory relief against Rodney Pantages, Inc., setting up generally the claims of the said interested parties and asking the court to declare the rights of the parties. Rodney Pantages, Inc. then named J. P. Seeburg Corporation, J. P. Seeburg personally and several other individuals as cross-defendants, in which it not only asked that its rights to manufacture and sell under the West patents be established, but in addition asked for $100,000.00 exemplary damages against all the other parties, $500,000.00 general damages, and $11,500.00 special damages by reason of a conspiracy between the parties to defraud it of its rights under its agreement with West.

The trial has been set for February 5th, 1941, and in the meantime Rodney Pantages, Inc. is manufacturing and selling wired music units based upon said patents, under its consistently maintained position that it has the sole and exclusive right so to do. ◆

Jim Mangan and Charley Engleman listening to Leonard Joy, Music Director of RCA Artists and Recorders, explain how records are made.

Bargain Mart

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

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May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES—
Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

USED NORTHWESTERNS—
Silver Kings, Stewart-McGuires, Pennykings, Ever-Readys, Hot Peanut, Snacks, Nut and Gum Venders. Write for prices. CAMEO VENDING, 402 W. 42nd, New York. (SON-C)

COIN WRAPPERS—
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (NDJ-C)

BARGAINS—
600s, $134.50; 24s, $79.50; 61s, $74.50; 51s, $44.50; Columbia's Q. T.'s, Vest Pockets, $27.50. Request Arcade closeouts. COLEMAN NOVELTY, Rockford, Ill. (NDJ-P)

FOR SALE

Bally latest model 5c Streamline Hot Popcorn Vending Machines with improved Vanak slug-proof coin chutes, $24.50 each, one free with each six ordered. Guaranteed like new. Money back if returned within five days. 10 Keeney Anti-Aircraft Guns, brown cabinet, guaranteed like new with Hitler, Mussolini, Deer and Girl changeovers, $99.50 each. 15 International Mutoscope Sky Fighters, 300 Shots 5c, originally $295.00 each, sacrifice $235.00 each. Lots of 3 or more, $225.00 each. Perfect condition. 15 Bally Rapid Fire machines, used less than 30 days, special close-out, $159.50 each. 5% discount if full amount accompanies order. LEMKE COIN MACHINE, 31 West Vernor, Detroit, Michigan. (N-C)

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GOODBODY

has a message for every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (NDJ-P)

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ATTENTION!

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These four new inserts are now ready!

Hitler and Mussolini in parachutes—girl petting dog—deer running.

Can be installed by anyone in two seconds.

These new subjects will keep the play going in same location for months.

No C.O.D.'s. No Personal checks. P.O. Money Order in full. All orders will be filled in rotation.

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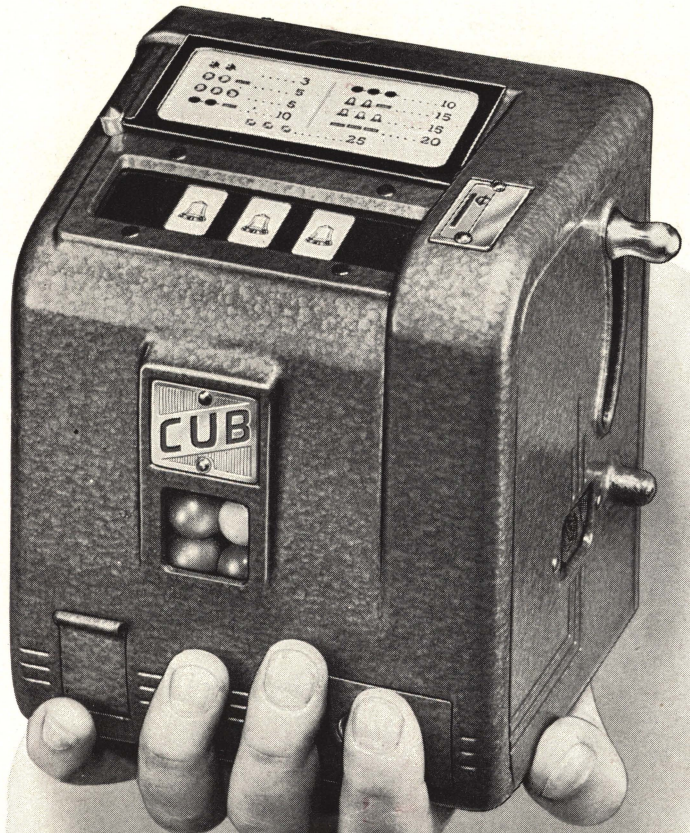

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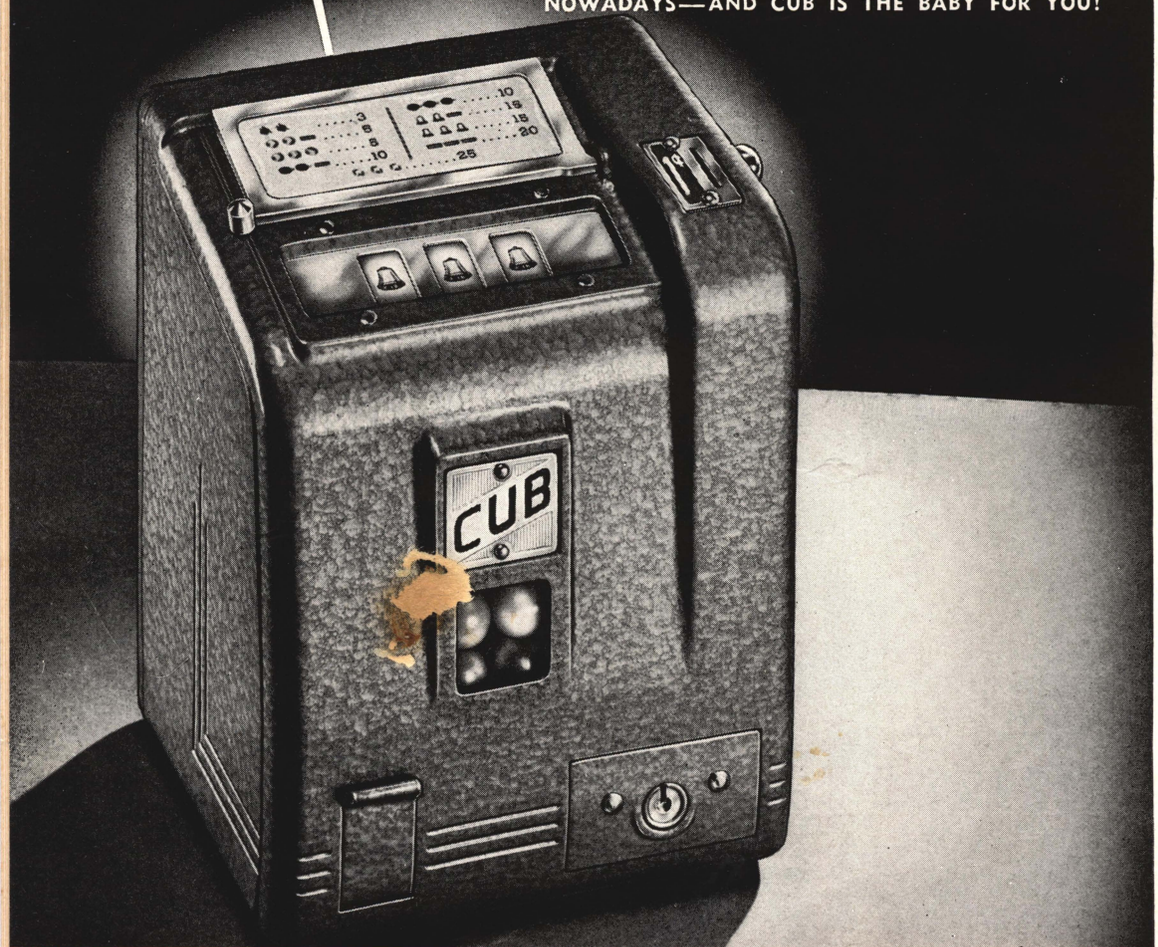
GIVES YOU TWO SEPARATE CASH BOXES AND DAVAL'S FAMOUS AUTOMATIC COIN DIVIDER!

The Only Tiny Counter Game of Which It Can Be Truly Said, "IT'S AN OPERATORS MACHINE!"

WHY WORK HARD WHEN YOU CAN MAKE MORE MONEY WITH LESS EFFORT THAN EVER BEFORE? WHY SPEND HOURS COUNTING COINS AND FIGURING PERCENTAGES WHEN YOU CAN OPERATE THE MOST REMARKABLE BABY SIZE GAME NOW ON THE MARKET, CUB—the game which does all the work for *you*—automatically separates your net profit money into an individually locked cash box! SAVE TIME! SAVE TROUBLE! REMAIN FRIENDS WITH YOUR LOCATIONS! AND MAKE MORE MONEY THAN YOU EVER DREAMED POSSIBLE! SMALL SIZE COUNTER GAMES ARE THE THING NOWADAYS—AND CUB IS THE BABY FOR YOU!



SIZE: JUST 5½" x 5" x 6½"

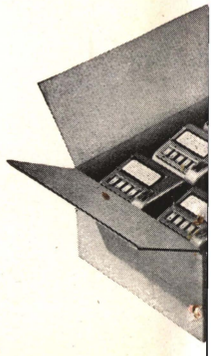
Altho CUB is one of the tiniest counter games ever known to operators, it contains the one feature which has never before been accomplished in a baby-size machine. CUB is THE ONLY GAME OF ITS KIND WITH TWO SEPARATE CASH BOXES AND A COIN DIVIDER WHICH AUTOMATICALLY DIVIDES THE "TAKE" BETWEEN THE OPERATOR AND THE LOCATION OWNER — three-fourths to the location who makes his own payouts and one-fourth to the operator, which is his net profit. (AN 80% and 20% DIVISION INSTEAD OF 75%-25% IS OPTIONAL.) THAT'S WHY CUB IS STRICTLY AN OPERATOR'S MACHINE!

Think of it! The operator saves time! . . . . his share is ALL profit and is always ready for him! Despite the small size of the machine, the operator actually need call less often to collect his share because the location owner continually removes three-fourths of the total amount played as his share and to pay awards! No checkups are required — no deductions for payouts! The location owner makes payouts from his own cashbox . . . . has no money invested while waiting to be paid off by the operator . . . . always has plenty of coins available to make change for players! CUB is the perfect game for the operator not only because of its convenience to him, but because location owners demand it!

The CUB mechanism is the last word in precision-built perfection! Only from Daval can you get in such a small game such remarkable mechanical perfection, such smooth operation, such absolute consideration for even the smallest details! The coin chute will take as many as four coins for consecutive play! The Daval automatic coin divider is, of course, the only one of its kind in the world—unapproached by any other in any machine!

CUB has every feature desirable in a tiny counter game . . . . and much more besides. Read the back page of this circular and you'll know why CUB is catching on among operators with the most amazing rapidity in coin machine history!

Shipping Weight Approximately 30 Lbs. per Case of 6.



PRICE CUB

$13.95

Carton of 6

$75.00

⅓ Down Balance C.O.D.

THREE DIFFERENT TYPES OF REEL STRIPS! TAKE YOUR CHOICE!

CIGARETTE REELS

NUMBER REELS

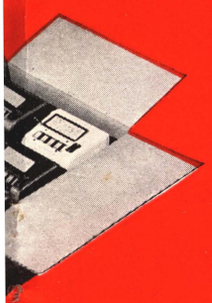
FRUIT REELS

EXTRA REEL STRIPS AND REWARD CARDS FURNISHED UPON REQUEST AT NO EXTRA CHARGE!

ACE

...AND HERE'S ANOTHER MASTERPIECE...
A MINIATURE 5-REEL POKER GAME!

Good old POKER! . . . . the most popular of all card games! . . . . In a tiny game that's wowing 'em from coast to coast! ACE is a dream of a game! Five reels — yes, actually FIVE reels — in a game which is no bigger than your opened hand! . . . . No bigger than the 3-reel Cub! That's real progress in the counter game industry . . . . progress that means more profits for YOU! . . . . and less work, too . . . . for ACE contains the far-famed *coin divider* which divides the total earnings and neatly sends 'em into two separately locked cash boxes—one for the operator and one for the location owner! YOU know what that means — no more bickering with the location owner, no more figuring and counting coins for the "divvy" between you and the location! No more messin' around at all! You just walk in, open YOUR cash box, take out YOUR money (it's ALL yours — every penny), lock it and you're off to the next location . . . . or a game of golf or a party! Plenty of time now for your own pleasure . . . . and more money to enjoy! Because ACE not only saves time for you, but has an appeal that pulls in the dough . . . . POKER PLAY! What a break for operators . . . . LESS WORK, MORE MONEY, BETTER RELATIONS WITH LOCATIONS . . . . and all because of this very tiny game by Daval! Naturally, ACE is built with most painstaking precision, has all the features contained in Cub, and is the best looking job you ever saw! Remember — it's a Daval game!



Shipping Weight Approximately 30 Lbs. per Case of 6.

PRICE ACE

$14.95

Carton of 6

$80.00

A PINT SIZE GAME WITH 2 MAN-SIZE CASH BOXES....

A SEPARATE CASH BOX FOR THE LOCATION!
A SEPARATE CASH BOX FOR THE OPERATOR!

Both CUB and ACE are master-built by Daval, which means the utmost in engineering efficiency and precision craftsmanship! When you buy either of these wonderful machines you get the following features in addition to a host of others which must be omitted here for lack of space:

- ★ Gum vendor and dummy ball gum display. CUB and ACE are the only baby size machines having the ball gum display feature!
- ★ When not in use, reel windows may be covered with hinged interchangeable reward card frame.
- ★ An etched plate indicating the price per play surrounds the coin chute.
- ★ Mechanism slides in and out of cabinet as one unit.
- ★ Silent 1, 2, 3 reel stops. Mechanism is absolutely cheat-proof, fool-proof and tamper-proof.
- ★ Ball gum refill possible thru opening in back without unlocking door.
- ★ Beautifully designed in the modern motif and finished in "hammerloid" baked enamel in assorted colors, packed 6 to a case.
- ★ Sturdily built for years of perfect and profitable operation.
- ★ Automatic coin divider separates all money played into two individually locked cash boxes, one for the location owner, the other for the operator. The capacity of the operator's cash box is three times that of the location's cash box. This, and the fact that the location owner has access to his own cash box, enables the operator to make only one check up trip to four with games not having a coin divider and separate cash boxes.

Both ACE and CUB are available in straight 1c, 5c, or 10c play as ordered.

DON'T DELAY—ORDER TODAY!

Pacific Coast Office: **MAC MOHR** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

DAVAL CO., NOT INC.

2043 CARROLL AVE.
CHICAGO, ILLINOIS

NEW! MIRABEN "PREMIER" SERVICE KITS!

AMERICA'S OUTSTANDING ELECTRICAL KIT!

Designed By Experts to Fit Your Needs!

All Parts Standard As Used By Original Manufacturers!

A godsend to every operator! This kit has everything you need for pin games and paytable service calls . . . contains strictly highest quality merchandise supplied by leading manufacturers in Chicago — the heart of the game industry! Packaged in a strong, handy box! Try one now!

MORE ★ SILVER POINTS!
MORE ★ RIVETS!
MORE ★ SPRING LEAVES!
MORE ★ BUSHINGS!

No. KR-14, Complete electrical kit, including assorted spring leaves, switches for latest games, pure silver points, fiber lifters, bakelite bushings, separators, insulating strips, brass rivets, and last but not least, a special set of tools for adjusting contacts.

ONLY $6.50

f.o.b. Chicago, 1/3 cash deposit must accompany order.

SPRING KIT FOR PIN GAMES! HANDY! PRACTICAL!

Take it along on every service call . . . save time and money . . . keep on the "right" side of your locations . . . and, best of all, be prepared for any emergency! Kit contains every type of spring used on latest pin games and paytables — bumpers, gates, side springs, flag percentage adjustors, spiral springs, field springs, extension springs, plunger springs, rebound springs, and a host of others! Actually worth more than twice the price! Buy now! No. KR-16, Complete spring kit . . .

A REAL "BUY" AT $3.50

f.o.b. Chicago, 1/3 cash deposit with order.

SCOOP!

MIRABEN SPECIAL

LOCK DEAL!

A perfect assortment of just the locks you need for your day-to-day requirements! All locks are top quality, made by the same firm who supplies most of the game manufacturers!

No. DR-18, Complete lock deal, including
10 CASH BOX locks for all pin games!
10 LITE BOX locks!
5 SPECIALS for counter games, phonos, etc.
10 extra-special Lock Cams!

Worth $14.75

All for $8.75

You save $6.00

Price f.o.b. Chicago, 1/3 cash deposit with order.

BULB & FUSE KIT!

A DEFINITE NECESSITY FOR EVERY OPERATOR!

Don't be caught short on a location without bulbs or fuses! Always carry a supply with you! This Special kit has practically every type of bulb and fuse you will need for all your games,—62 assorted bulbs and 30 fuses! And it costs you less than half its real value! What's more, it's convenient . . . just what you want to take with you on your service calls!

No. KR-20, AN ACTUAL $10.00 VALUE!

YOU PAY ONLY $7.50

f.o.b. Chicago, 1/3 cash deposit with order.

Dome Patents Pending

A Modern Miracle!

MIRABEN'S MAGICAL 1941 WURLITZER 600 TRANSFORMATION!

AMERICA'S MOST AMAZING MODERNIZATION JOB —FEATURING A SENSATIONAL PATENTED LIGHT-UP DOME AND GORGEOUS LIGHT-UP SIDE PLASTICS!

Just think!—For a phenomenally low cost your Wurlitzer 600 phonographs can be made to look fully as beautiful—yes, even MORE BEAUTIFUL—than almost any NEW MODEL now on the market! Job consists of a brilliant TOP DOME made of tough 1/4" thick genuine marblette plastic; two beautiful SIDE LIGHT-UP PLASTICS; and all necessary sockets, screws and wiring! Dome and side plastics are in a rich marbleized red color, and are framed in heavy polished aluminum! Dome is the only one in existence for the Wurlitzer 600—a PATENTED creation of exquisite beauty and original design which lights up in a dazzling display of fiery magnificence; and is especally formed in a shape which definitely eliminates the nuisance of beer glasses and signs on top of your machines! Complete installation requires but very little time—full and simple instructions furnished with every job! Orders filled as they arrive! Write or wire NOW for your sample! Remember—FIRST COME, FIRST SERVED!

Complete materials, including dome, side plastics, sockets, screws, wiring, accessories..... $27.50

Dome only, including sockets, screws, wiring, accessories, but without side plastics..... $22.50

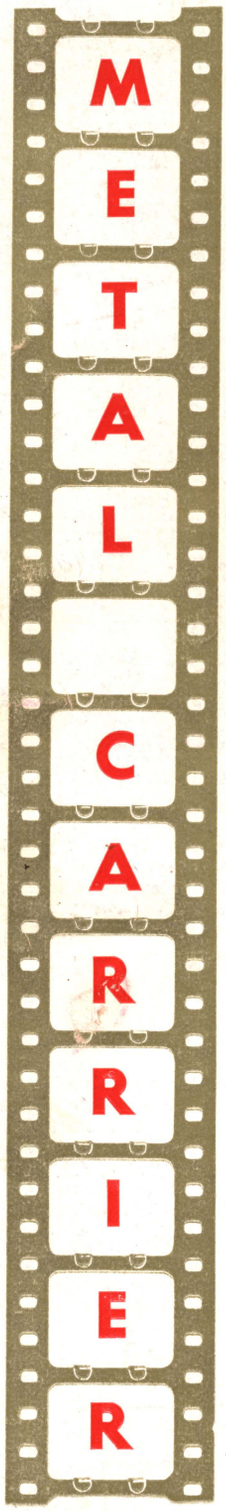
All prices f.o.b. Chicago; 1/3 cash deposit must accompany order! Balance c. o. d.

MIRABEN CO.

2041 CARROLL AVE.• CHICAGO ILL.

"You Can't Make A Silk Purse Out Of A Sow's Ear!"

THE KEY TO AUTOMATIC MOVIE SUCCESS!



Experience proves it is equally impossible to devise a Practical Automatic Self-operating Motion Picture Machine which has to rely on the Incompetence and Fragility of Ordinary Films.

The BASIC FLAW in the various schemes for

COIN-OPERATED MOVIES

is the Nuisance Servicing and Prohibitive Costs caused by Frequent and Persistent ***BREAKING OF THE FILMS.*** The ONLY Machine which solves this ***FATAL DEFECT*** is the

REPEATOSCOPE

(TRADE-MARK REG.)

Exclusively Using Patented Metal-carrier Film which reliably yields upwards of Two Thousand Runs Without Breakage; Reduces Operating and Maintenance Costs to a Small Fraction of Old-style Methods and Automatically renders such Methods ***OBSOLETE.***

Ten years successful and highly profitable Operations in both the Advertising Display and Coin Operated Amusement Fields support and confirm the Basic Validity and Singular Competence of the Repeatoscope in these hitherto IMPRACTICAL fields.

Until the Repeatoscope was Invented the Idea of Coin Operated Movies has been nothing more than an Idle Dream. No chain can be stronger than its weakest link yet Millions of Dollars have been wasted on countless numbers of spacious schemes designed to harness Ordinary Films in Automatic Self-operated Machines. It cannot be done Successfully—All Automatic Movie Machine History proves that Fact. ***AND HOW!!***

The Repeatoscope is the ORIGINAL and ONLY Commercially Practical Coin Operated Movie ***IN THE WORLD.*** Wise Operators will want further Facts.

WRITE TODAY!

REPEATOSCOPE, INC.

5721 Grand Central Terminal,

New York City.